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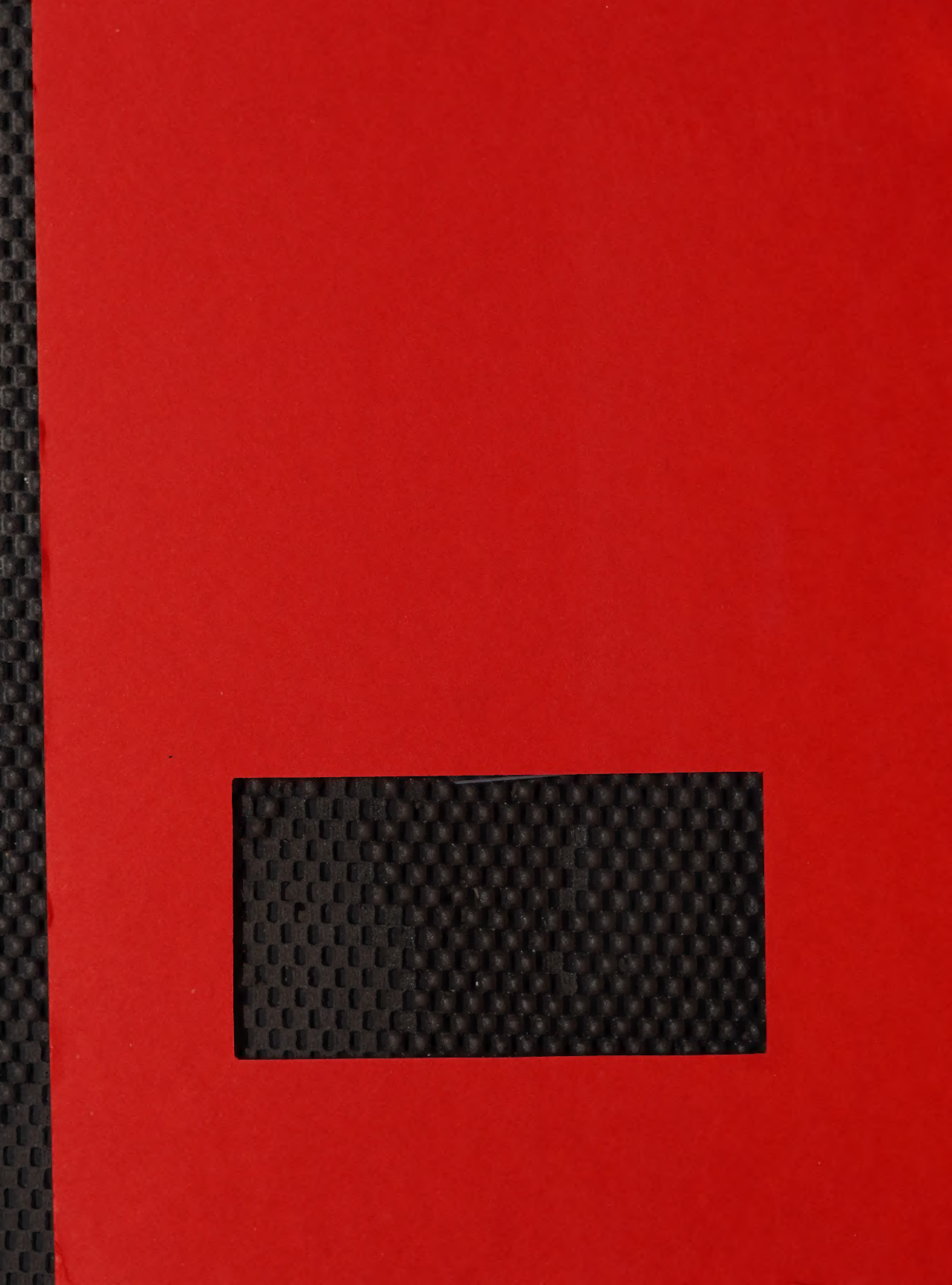


No. [23]

THE PERFORMANCE OF CBC ENGLISH
TV NETWORK PROGRAMS:

FALL-WINTER SEASON 1972-73

WEEKLY PANEL REPORTS:
SEPT. 8, 1972 - MAY 24, 1973



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THE AUDIENCE PERFORMANCE OF CBC ENGLISH TV NETWORK PROGRAMS:

FALL-WINTER 1972-1973

This file contains weekly reports on the audience performance of CBC-TV English (and CTV) network programs throughout the 1972-73 fall-winter season - primarily on the weekly fluctuations in the size of their audiences and on the extent to which these programs were actually enjoyed, or otherwise appreciated, by those who watched them.

The source of this information is the CBC English TV Network Audience Panel. This is a continuing panel of respondents selected, on a probability sampling basis, to be representative of all persons in Canada, with television, over the age of 11, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominately French-speaking areas of the Province of Quebec outside Montreal. Panel members provide daily records of the programs they have or have not seen that day and also indicate the extent to which they have enjoyed those programs they have seen.

To minimize the danger of any respondent remaining on the panel too long and of his reactions thereby becoming biased, the entire panel is systematically 'rotated', a proportion of all panel members being retired and a new probability sub-sample drawn as a replacement each week. Over this past 1972-73 fall-winter season, the panel covered 38 consecutive weeks of programming, from early September through to late May, in the course of which audience information was obtained, on about 4500 individual network broadcasts, from a total sample of over 13,000 respondents. A single week's sample averaged about 2,300.

These weekly reports are essentially general summaries of program performance and hence deal mainly with the reactions of the audience or potential audience as a whole to each program as a whole. The panel is also, however, the source of more detailed information required for programming, sales and other purposes. This relates mainly to (a) the reactions of different demographic segments of the viewing public and of different 'types' of viewers to the various programs available to them, (b) audience reactions to particular parts and aspects of programs and program series, including reactions to individual performers, (c) broad patterns of viewing behaviour as revealed, for example, by reach-frequency and cumulative audience analyses, and (d) long-term trends in program and overall network performance. This information is separately reported, periodically and/or as required.

Further technical information on these panel surveys is available on request.

May 1973

THE HISTORY OF THE UNITED STATES

CHAPTER I

The first settlers of the United States were the English, who came to the continent in the early part of the seventeenth century. They found the land inhabited by the Indians, who were the descendants of the first inhabitants of the continent.

The English settlers found the land fertile and well suited for agriculture. They began to cultivate the soil, and in a short time the land was covered with a dense population. The English settlers were the first to introduce the use of the plow, and the first to cultivate the soil with the hoe.

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A CBC RESEARCH REPORT

TV/72/27

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 8-14, 1972

THIS WEEK

This is the first weekly audience report of the 1972-73 TV season. It covers the period September 8-14 when many series in the new fall-winter CBC schedule were having their first airing of the season. As experience has shown, initial audience reactions to many of these programs will almost certainly undergo change as the season progresses, particularly as the competitive situation becomes more stabilized. These first indications should not therefore be taken as necessarily predictive.

The week also saw the fourth game of the Canada-USSR hockey series and the final broadcast from Munich of the 1972 Summer Olympics.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- The big sports event of the week was the CANADA-USSR HOCKEY game of Friday September 8 - the fourth game, and the final one in Canada, of the eight-game series. Broadcast live from Vancouver at 8:00-10:45 pm eastern time, with full national coverage, the game drew a huge 68 per cent adult-teenage audience, representing some 8.7 million viewers - not counting the presumably large, but unknown number of young children under the age of 12 who may also have watched.

Earlier games in this Canada-USSR series also attracted big audiences: the opening game of Saturday September 2 drew an adult-teenage audience of 67 per cent, the second and third games of September 4 and 6 audiences each of 72 per cent - the biggest TV audience ever recorded in English Canada for a single sports event. (The second and fourth games, incidentally, were carried by the full English network of CBC and affiliated stations, the first and third games by the CTV network supplemented by several CBC stations to make up full national coverage.)

Altogether just about nine out of every ten persons in English Canada aged 12 and over (89 per cent of them) watched at least some part of the total English-station coverage of these first four games of the series. With the corresponding figure for the CBC French network being about eight out of ten (81 per cent), the total number of adults and teenagers throughout the country who watched any part of these four games on Canadian television amounted to about 14.8 million.

It is a measure of the widespread appeal of this series that, while the average Saturday 'Hockey Night In Canada' on the CBC English TV network attracts many more men than women - in a ratio of about 152 men viewers for every 100 women - these Canada-USSR games attracted men and women in almost equal numbers - 103 men for every 100 women.

The great majority of those who watched these Canada-USSR games enjoyed them immensely, individual indices of enjoyment reaching a peak 93-94 for the second game of the series which Canada won 2-1 and the third game which ended in a 4-all tie. Partisan interest among hockey fans being what it is, levels of audience enjoyment for the other two games in which Canada was defeated, while also high (indices 82-83), were significantly lower than for the second and third games.

The complete audience record for the four games:

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 8 - 14, 1972

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ 'TEAM CANADA VS USSR' HOCKEY (4th game)	Fri. 8:00-10:45	68	83
CAROL BURNETT	Thu. 8:00- 9:00	32	80
'THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	31	74
FLIP WILSON	Tue. 8:30- 9:30	28	80
JULIE ANDREWS	Sun. 8:00- 9:00	28	81
CANNON	Mon. 8:30- 9:30	27	83
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	26	82
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	25	80
MARY TYLER MOORE	Tue. 8:00- 8:30	21	81
+ FOOTBALL - CFL (Montreal at Ottawa)	Sat. 8:00-10:38	19	76
+ EXPOS BASEBALL	Wed. 8:00-11:29	19	74
THIS IS THE LAW	Mon. 9:30-10:00	18	73
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	78
BLESS THIS HOUSE	Sun. 7:30- 8:00	18	79
THE ROVERS (Repeat)	Sun. 7:00- 7:30	17	74
'SUMMER OLYMPICS'	Sat. 2:00- 5:00	16	87
± CBC NATIONAL NEWS	S-S 11:00-11:21	14	81
EDGE OF NIGHT	M-F 3:30- 4:00	11	86
'THEIR SPRINGTIME OF LIFE' (Final Episode)	Tue. 10:00-11:00	9	74
'THE TENTH DECADE' ('The Power And The Glory') (Repeat)	Sun. 10:00-11:00	9	68
'THE TENTH DECADE' ('Treason and Transition') (Repeat)	Mon. 10:00-11:00	8	75
FAMILY COURT	M-F 4:00- 4:30	8	73
'SUMMER OLYMPICS'	Fri. 1:30- 2:30	6	89
+ TOMMY BANKS	Sat. 10:40-11:00	6	55
△ TAKE THIRTY	M-F 3:00- 3:30	3	68
SUNDAY BEST ('The Bonds Of The Diversive Past') (Repeat)	Sun. 1:00- 2:00	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
COUNTRY CANADA	Sun. 4:30- 5:00	1	\$

± Re-scheduled in some areas (in the case of multi-day programs on one or more occasions).

△ Pre-empted on one or more occasions.

\$ Sample too small for reliable reporting of enjoyment level.

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

	English Network Audience	French Network Audience	Total Audience
	(thousands)	(thousands)	(thousands)
Game 1 (Sept. 2)	8,589	2,643	11,232
Game 2 (Sept. 4)	9,230	2,810	12,046
Game 3 (Sept. 6)	9,230	2,663	11,893
Game 4 (Sept. 8)	8,718	2,581	11,299
Average game audience	8,942	2,674	11,616
Cumulative 4-game audience	11.330	3.448	14.778

- This week also marked the end of the 1972 SUMMER OLYMPICS broadcast from Munich, Germany. Over the 17-day period of these Games, from August 26 to September 11, almost exactly three-quarters (75.3 per cent) of all adults and teenagers in English Canada (about 9.5 million viewers) watched some part of the English network's extensive coverage of events. Adult-teenage audiences to individual broadcasts varied from a peak 27 per cent (3.5 million viewers) for several programs carried by the full network in prime evening viewing hours, to about 4 per cent (half-a-million viewers) for each of several programs broadcast in the early afternoon or late evening by less than the full complement of network stations. Without exception, all these broadcasts were very much enjoyed by those who watched them, indices of enjoyment for individual programs varying from a low of 79 to a peak 91, the overall average index being a high 87.
- The only regular network series with an audience topping the 30 per cent mark this week was CAROL BURNETT. In the Thursday 8:00-9:00 pm slot formerly occupied by 'O'Hara, U.S. Treasury', the CBS-produced variety show drew a national audience of 32 per cent - about the same size of audience normally attracted to the 'Burnett' series last season when it ran from 8:30-9:30 pm on Tuesdays, and much bigger than last season's usual 'O'Hara' audience of 23 per cent. Running directly against this opening 'Carol Burnett' show on CTV stations was a 'National Geographic Special' for which no audience information is available. Beginning

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 8 - 14, 1972

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* SUMMER OLYMPICS	Fri. 10:47-11:15	15	87
THE IRISH ROVERS (Repeat)	Thu. 9:30-10:00	12	85
AUDUBON WILDLIFE THEATRE	Sun. 5:30- 6:00	7	87
TELESCOPE ('A Whale Of A Show')	Thu. 9:00- 9:30	6	83
* WATER SKIING CHAMPIONSHIPS OF THE AMERICAS	Sat. 7:00- 7:30	4	79
* SUMMER OLYMPICS	Fri. 11:58-12:25	4	89
KLAHANIE	Sat. 1:30- 2:00	4	85
* WHAT ON EARTH	Wed. 7:30- 8:00	2	\$
* VIEWPOINT	M-F 11:22-11:29	2	71
ENCOUNTER	Thu. 10:30-11:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
* ONE MORE TIME	Sat. 6:30- 7:00	1	\$
△ GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
MAN ALIVE (Repeat)	Sun. 12:30- 1:00	1	\$
WORLD OF MAN	Sat. 1:00- 1:30	1	\$
△ PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	14	80
MAUDE	Thu. 7:30- 8:00	9	74
* ★ THAT GIRL	M-F 5:30- 6:00	7	83
* DICK VAN DYKE	Fri. 7:30- 8:00	6	80
<u>CTV PROGRAMS</u>			
ACADEMY PERFORMANCE ('A Lovely Way To Die') (Repeat)	Sat. 8:00-10:00	17	74
MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	85
IRONSIDE (Repeat)	Mon. 10:00-11:00	15	79
+ MANNIX (Repeat)	Sun. 10:00-11:00	14	81
+ GHOST STORY	Thu. 10:00-11:00	13	73
+ PAUL LYNDÉ	Tue. 7:00- 7:30		
+ MEDICAL CENTER	Mon. 8:30- 9:30	10	83
PIG 'N' WHISTLE	Mon. 9:30-10:00	10	75
+ ROOM 222 (Repeat)	Sun. 7:00- 7:30	9	79
+ DORIS DAY	Mon. 7:00- 7:30	9	75
CTV NATIONAL NEWS	S-S 11:00-11:20	9	78
FRIDAY NIGHT MOVIE ('Jigsaw') (Repeat)	Fri. 8:00-10:00	9	77
+ LITTLE PEOPLE	Thu. 7:30- 8:00	8	84
IAN TYSON	Tue. 9:30-10:00	8	77
ANOTHER WORLD	M-F 3:00- 3:30	7	90
F.B.I. '(Repeat)	Fri. 10:00-11:00	7	76
ROLLIN'	Mon. 7:30- 8:00	6	72
+ GEORGE KIRBY	Thu. 9:00- 9:30	6	64
FOOTBALL - CFL (Calgary at Edmonton)	Sun. 2:00- 4:30	6	82
* ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	76
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	5	77
* WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	82
'INDIA' (Repeat)	Sun. 9:00-10:00	4	78
* HERE COME THE SEVENTIES	Thu. 9:30-10:00	4	70
THE D.A.	Fri. 7:30- 8:00	3	81
& FOOTBALL - CFL (Hamilton at Toronto)	Sun. 2:00- 4:37	3	83
STORY THEATRE (Repeat)	Fri. 7:00- 7:30	2	\$
CANADA A.M.	M-Th 7:00- 8:30am	1	\$

\$ Sample too small for reliable reporting of enjoyment level.

★ Pre-empted in some areas (in case of multi-day programs on one or more occasions).

* Re-scheduled in some areas (in case of multi-day programs on one or more occasions).

△ Pre-empted on one or more occasions.

+ Not carried (on this day and at this time) on all CTV stations.

[Western network only. Telecast live.

^ Eastern network only. Telecast live.

next week, however, CTV opposition to the 'Burnett' series will be the new ABC-produced crime-drama series, 'Streets Of San Francisco'. Those who watched this week's first 'Burnett' show of the season much enjoyed it, the index of 80 about equalling the enjoyment level maintained by the series last season.

- . Next in size this week, with audiences in the 26-28 per cent range, came 'Flip Wilson', ABC's new 'Julie Andrews' show, 'Cannon', and 'The Wonderful World Of Disney'. FLIP WILSON, in its first appearance in the Tuesday 8:30-9:30 pm slot vacated by 'Carol Burnett', drew a 28 per cent audience - much smaller than the 35-36 per cent audiences recorded for the 'Wilson' series in the early weeks of last season when it ran at 8:00-9:00 pm on Sundays, also considerably smaller than last year's usual 33 per cent audience for 'Carol Burnett' in this same Tuesday 8:30-9:30 pm slot. Characteristic of 'Flip Wilson' programs in the past, however, this opening show of the season (guest starring Pearl Bailey, Jack Benny and 'The Muppets') was very well received by those who watched it, index of audience enjoyment 80.
- . Audience reaction to this week's premiere of the new JULIE ANDREWS series (Sunday 8:00-9:00 pm) was highly enthusiastic. With some two-thirds of those who watched the program rating it at the extreme end of the enjoyment scale as one that they had enjoyed "very much", the index of enjoyment for the audience as a whole was 81. At 28 per cent, the initial audience to the series was also substantial, though only about three-quarters as big as audiences attracted to 'Flip Wilson' in this same Sunday slot in the early weeks of last season. Normally this season, 'Julie Andrews' will be running directly against the final half-hour of a CTV series of Sunday evening specials. This week the opposing program on CTV stations was a music special, featuring the singing group 'The 5th Dimension', on which no audience information is available.
- . Running in the same Monday 8:30-9:30 pm slot it occupied last season, CANNON this week attracted a 27 per cent audience - bigger than the 20-23 per cent audiences that the series had in the first few weeks of last season. In the common CBC-CTV reception area, 'Cannon' this season runs against the CTV network's 'Medical Center' and, on this first occasion, it outrated the CTV show by more than 2 to 1 - about the same audience advantage it usually had over the directly opposing

TABLE 3
PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 8-14, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
SUN 10th	7:00- 7:30	THE ROVERS		14	10	+ ROOM 222 (Repeat)
	7:30- 8:00	BLESS THIS HOUSE		16	#	5TH DIMENSION SPECIAL
	8:00- 8:30	JULIE ANDREWS		27		
	8:30- 9:00				Not Complete Network	
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL		31	5	'INDIA' (Repeat)
	9:30-10:00					
	10:00-10:30	'THE TENTH DECADE' ('The Power And The Glory') (Repeat)		8	16	+ MANNIX (Repeat)
10:30-11:00						
MON 11th	7:00- 7:30	Local Programming			10	+ DORIS DAY
	7:30- 8:00	Not Complete Network			7	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	23	Local Programming		
	8:30- 9:00	CANNON	25	11	+ MEDICAL CENTER	
	9:00- 9:30					
	9:30-10:00	THIS IS THE LAW	16	11	PIG 'N' WHISTLE	
	10:00-10:30	'THE TENTH DECADE' ('Treason And Transition') (Repeat)	7	16	IRONSIDE (Repeat)	
10:30-11:00						
TUES 12th	7:00- 7:30	Local Programming			12	+ PAUL LYNDE
	7:30- 8:00				#	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	20	#	SEARCH	
	8:30- 9:00	FLIP WILSON	26			
	9:00- 9:30	Local Programming				
	9:30-10:00	FRONT PAGE CHALLENGE	17	9	IAN TYSON	
	10:00-10:30	'THEIR SPRINGTIME OF LIFE'	9	18	MARCUS WELBY, M.D.	
10:30-11:00						
THU 14th	7:00- 7:30	Local Programming			#	'C...LL HOLME'
	7:30- 8:00	Not Complete Network			9	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	30	#	'NATIONAL GEOGRAPHIC SPECIAL'	
	8:30- 9:00					
	9:00- 9:30	Not Complete Network			7	+ GEORGE KIRBY
	9:30-10:00				5	+ HERE COME THE SEVENTIES
	10:00-10:30				14	+ GHOST STORY
10:30-11:00						
S-S	11:00-11:20	CBC NEWS		13	10	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Friday, Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday and Wednesday data in this table.

CTV network show ('Nichols') last season. This opening 'Cannon' program was also much enjoyed by the vast majority of those who watched it - index of enjoyment a high 83.

- Continuing in its perennial Sunday 6:00-7:00 pm slot, THE WONDERFUL WORLD OF DISNEY this week attracted a 26 per cent audience to a repeat presentation of a 1955 Davy Crockett adventure film. This is just slightly smaller than the average audience to first showings of 'Disney' programs broadcast at this time last year. This week's film was much enjoyed by those adults and teenagers who watched it - index of enjoyment 82.
- Making its new season debut on Monday at 8:00-8:30 pm, THE PARTRIDGE FAMILY this week drew a 25 per cent audience - just marginally smaller than the 26-27 per cent audiences recorded for the series in the early weeks of last season when it ran in this same Monday evening slot. This week's program was also very well received by the great majority of those who watched it, index of enjoyment 80.
- Beginning its second season on the CBC network, MARY TYLER MOORE, at 8:00-8:30 pm on Tuesday, drew a fairly substantial 21 per cent audience across the country. The 1971-72 series, which also drew audiences of 21-22 per cent in the early weeks of the season, later climbed to an average audience of about 25 per cent. In the common CBC-CTV reception area, 'Mary Tyler Moore' currently runs directly against the first half-hour of CTV's new adventure drama 'Search'. With no audience data available this week on 'Search', no statement can be made about the relative CBC-CTV audience situation; but in this CBC-CTV common reception area, this week's 'Mary Tyler Moore' audience was about equal to the audience the series maintained in the early part of last season when it ran directly against the first half-hour of CTV's 'Marcus Welby, M.D.'. The index of audience enjoyment for this week's show was 81, high for network situation comedies in general and about equal to the level of enjoyment maintained by the series last season.
- Continuing in the same Monday 9:30-10:00 pm slot that it occupied throughout the summer months and beginning its first fall season on the network, the panel-quiz series THIS IS THE LAW this week attracted an 18 per cent network audience. This is just two

percentage points smaller than the audiences for 'Front Page Challenge' in the very early weeks of last season when it ran in this same Monday evening slot. The CTV network program running in direct opposition to 'This Is The Law' is 'Pig 'n' Whistle', the "English pub" music series currently in its 6th season on the private network. In those areas of the country where both these programs were available, considerably more people this week chose to watch 'This Is The Law' than 'Pig 'n' Whistle' (audience ratio about 3:2). Interestingly enough, this trend was most marked among younger viewers: among people aged 50 and over, 'Pig 'n' Whistle' and 'This Is The Law' shared audience about equally, among those aged between 18 and 49 the audience ratio was about 2:1 in the CBC's favour, while among teenagers (aged 12-17), it was no less than 3:1 in favour of 'This Is The Law' - a most uncommon and welcome indication of a CBC network show having an age advantage over an opposing CTV show. This first 'This Is The Law' program was just moderately well received by those who watched it, the index of audience enjoyment, 73, being about average for network programs in general.

On Tuesday evening, immediately following 'Flip Wilson', FRONT PAGE CHALLENGE returned to the network in its new 9:30-10:00 pm slot with a program headlining the 1939 death of Dr. Norman Bethune, and the current Canada-USSR hockey series. It drew an 18 per cent audience - 2 percentage points smaller than the early-season audiences for the series last season when it ran at the same hour on Monday evenings. In the common CBC-CTV reception area, 'Front Page Challenge' this week proved a considerably stronger audience attraction than the CTV's 'Ian Tyson Show', the ratio between the audiences being about 2:1 in the CBC's favour. Although the majority of Tuesday's 'Challenge' viewers were quite enthusiastic about the program, the index of audience enjoyment of 78 was somewhat below the very high indices of 83-86 recorded for many 'Challenge' programs last season (average index 81).

Among the week's biggest audience attractions was the season's first WAYNE AND SHUSTER COMEDY SPECIAL. At 9:00-10:00 pm on Sunday, it drew an audience of 31 per cent - several percentage points bigger than the audience to the first of last year's 'Wayne and Shuster' specials broadcast in this Sunday 9:00-10:00 pm slot. With the 'Godfather', 'TV Commercials' and 'Safari' sketches being the most widely enjoyed parts of the program, the broadcast as a whole was just moderately well received with an index of 74 - much the same level of enjoyment attained by each of last year's three 'Wayne and Shuster' shows (index range 70-75).

- . Immediately preceding 'Carol Burnett', at 7:30-8:00 pm on Thursday, the metronet carried the second episode of MAUDE, the new CBS situation comedy series starring Beatrice Arthur as "Archie Bunker's" cousin. In its debut appearance the preceding week, 'Maude' attracted a 10 per cent national audience and rated a rather low audience enjoyment index of 67. This week, the series drew a 9 per cent national audience (12 per cent within the metronet coverage area where the program is fully available) and was received with somewhat more enthusiasm, the index of enjoyment on this occasion being 74. In most areas where both a CBC metronet and CTV network station are available, this second 'Maude' show ran directly against the debut of 'The Little People', the CTV network's new medical situation comedy series starring Brian Keith as a pediatrician in Hawaii. Although the two opposing programs shared audience about equally, 'The Little People' was much the more enjoyed, its index of audience enjoyment being a high 84.
- . Also on Thursday evening, immediately following 'Carol Burnett', TELESCOPE returned to the network in its new 9:00-9:30 pm slot with a filmed tour of the Vancouver aquarium that harbours two killer whales, tropical fish and other aquatic animals. Unlike previous years' series, this season's 'Telescope' is not carried by the full complement of CBC-owned and CBC-affiliated stations. The audience to this week's 'A Whale Of A Show' was 6 per cent across the country, 7 per cent in the metronet area where the program is fully available. As with most nature and wildlife oriented programs, this week's 'Telescope' was highly acclaimed by the great majority of those who watched it, the index of enjoyment for the audience as a whole being a high 83.
- . Throughout the summer months, THE TOMMY BANKS SHOW, the music-talk series from CBC Edmonton, has been running in the Saturday 10:00-11:00 pm full network slot. This week, however, the penultimate 'Banks' show of the summer season (guests, Ronnie Hawkins and Evelyn Quaipe) was joined in progress at 10:40 pm Eastern time following the live telecast of the CFL football game between Montreal and Ottawa. It drew only a 6 per cent audience across the country. Nor was viewer reaction to the program at all favourable, the index of audience enjoyment (55) being some eight index points below the already low average enjoyment index of the 'Tommy Banks' series last winter when it ran in the Wednesday 10:30-11:00 pm slot.

- . On Monday (7:00-8:30 am) CANADA A.M., the new daily potpourri of news, interviews, features and weather, made its debut on the CTV network. Hosts are Carole Taylor and Percy Saltzman. The average day audience to 'Canada A.M.' this first week was 1-2 per cent - too small for anything to be said about the level of audience enjoyment.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/72/28

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 15-21, 1972

THIS WEEK

This report covers a week when most CBC network regular series were making either their first or second appearance of the season. Special programming on the full network included a repeat of the NFB documentary 'Death Of A Legend', the feature films 'Lawrence Of Arabia' and 'The Christmas Tree' and the documentaries 'Fabre: The Genius of the Insects' and 'Algeria, Ten Years Later'. In addition, the CBC metronet and some affiliated stations carried highlights of the third annual 'Northern Games' held earlier this year in Inuvik, N.W.T. and also provided live coverage of the 27th running of the 'B.C. Derby'.

Due to insufficient advance notice of scheduling, no audience information is available for the 'Fabre' or 'Algeria' specials. Nor, unfortunately, is data available this week for the opening program of the new 'Anna And The King' series.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Wednesday, a huge 45 per cent audience representing some 5.8 million adults and teenagers watched some part of the network's special four-hour presentation (7:00-11:00 pm) of the 1962 'Best Picture Of The Year', LAWRENCE OF ARABIA. This was much the biggest network audience of the week and is, in fact, one of the biggest audiences ever recorded for a CBC movie or drama special. Of this substantial number of viewers, just over half (52 per cent) watched the entire movie from the beginning, another 22 per cent tuned in late but watched until the end, and about one-quarter of those who watched at all tuned out before the broadcast was over. 'Lawrence Of Arabia' drew proportionately as many viewers from the rural as from the urban and metropolitan areas of the country, in each area some 45 per cent of the adult-teenage population watching at least some part of the four-hour presentation. It was the audience in the major metropolitan centers, however, that was the most impressed by the program, the index of audience enjoyment for these particular viewers being a high average 80 as against an average 73 for viewers living in the smaller towns and rural areas of the country. For the audience as a whole, the enjoyment index was 77.
- The only regular network program to top the 30 per cent mark this week was FLIP WILSON. In its new 8:30-9:30 pm Tuesday slot, the series drew a 31 per cent audience across the country - up 3 percentage points from the week before and approaching the 33 per cent audience maintained by 'Carol Burnett' in the same slot last season. This week's 31 per cent audience for 'Flip Wilson' is still significantly smaller, however, than the 35-36 per cent audiences the series had in the first month of last season when it ran at 8:00-9:00 pm on Sundays. With a program featuring Tim Conway and 'The 5th Dimension' as guests, 'Flip Wilson' this week rated an enjoyment index of 78. This compares with an index of 80 for the previous week's opening show of the season.
- CAROL BURNETT (Thursday 8:00-9:00 pm) this week had a 29 per cent audience - down several percentage points from the week before and also somewhat below last year's usual (Tuesday 8:30-9:30 pm) audience to the series. This week's 'Burnett' audience remains significantly bigger, however, than audiences normally recorded last season for 'O'Hara, U.S. Treasury', its predecessor in the Thursday 8:00-9:00 pm slot. In the common CBC-CTV reception area, 'Carol Burnett' this week also heavily outrated the debut program of the directly opposing CTV series, 'The Streets Of San Francisco', its audience advantage being more than 2:1. The index of enjoyment for this week's second 'Burnett' program was another fairly high 79.

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 15-21, 1972

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
'LAWRENCE OF ARABIA' (Movie)	Wed. 7:00-11:00	45	77
FLIP WILSON	Tue. 8:30- 9:30	31	78
ALL IN THE FAMILY	Fri. 8:30- 9:00	29	87
CAROL BURNETT	Thu. 8:00- 9:00	29	79
CANNON	Mon. 8:30- 9:30	29	83
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	29	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	26	73
JULIE ANDREWS	Sun. 8:00- 9:00	26	73
MARY TYLER MOORE	Tue. 8:00- 8:30	25	81
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	77
MASH	Fri. 8:00- 8:30	19	75
THIS IS THE LAW	Mon. 9:30-10:00	17	71
THE ROVERS (Repeat)	Sun. 7:00- 7:30	15	73
'DEATH OF A LEGEND' (NFB) (Repeat)	Fri. 9:00-10:00	14	84
CBC NATIONAL NEWS	S-S 11:00-11:21	13	81
‡ 'THE CHRISTMAS TREE' (Movie)	Sat. 8:03-10:02	13	82
'STRIKE' (CBC Drama)	Sun. 9:00-10:00	13	73
EDGE OF NIGHT	M-F 3:30- 4:00	10	84
△ FOOTBALL - CFL (Calgary at Winnipeg)	Sat. 8:00-10:35	9	75
□ FOOTBALL - CFL (Hamilton at Ottawa)	Sat. 2:00- 4:31	8	82
FAMILY COURT	M-F 4:00- 4:30	8	74
‡ TOMMY BANKS	Sat. 10:04-11:00	7	58
TUESDAY NIGHT (on Peewee Hockey)	Tue. 10:00-11:00	6	76
+ FOOTBALL - NFL (Philadelphia at Dallas)	Sun. 2:00- 5:03	4	70
TAKE THIRTY	M-F 3:00- 3:30	3	75
‡ MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
‡ COUNTRY CANADA	Sun. 1:30- 2:00	2	\$

‡ Re-scheduled in some areas (in the case on multi-day programs, on one or more occasions).

△ Western network only. Telecast live.

□ Eastern network only. Telecast live.

\$ Sample too small for reliable reporting of enjoyment level.

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

- At the national level, viewing of CANNON (Monday 8:30-9:30 pm) this week rose 2 percentage points to reach the 29 per cent mark representing a considerably bigger audience than the series had in the first few weeks of last season. With the opposing CTV program, 'Medical Center', also experiencing an increase in the size of its audience, 'Cannon's' audience lead over the medical drama series, within the common CBC-CTV coverage area, was this week reduced slightly from the week before, the ratio between the two programs now being just about 2 to 1. Equalling the high enjoyment level of last week's opener, Monday's 'Cannon' rated an enjoyment index of 83.
- Like 'Cannon', which it precedes at 8:00-8:30 pm on Monday, this week's episode of THE PARTRIDGE FAMILY showed a slight increase in viewing level over the week before - at 27 per cent, about equal in size to audiences the series had in the early weeks of last season when it ran in the same Monday slot against the CTV's 'Medical Center' series. This year, CTV opposition to 'The Partridge Family' varies throughout the country. Maintaining its usual high level of viewer appreciation, the series this week rated an enjoyment index of 80.
- Another U.S. series experiencing a sizeable gain in audience this week was Tuesday's (8:00-8:30 pm) MARY TYLER MOORE. At 25 per cent, the audience was up 4 percentage points from the week before, about equal to the audience level maintained by the series during the peak viewing months last year. With the degree of audience enjoyment unchanged from last week, this week's episode rated another high enjoyment index of 81.
- Unlike most U.S.-produced network shows, the JULIE ANDREWS series experienced a slight loss of audience this week. Making its second appearance in the Sunday 8:00-9:00 pm slot - the slot in which 'Flip Wilson' last season drew average weekly audiences of about 35-36 per cent - the new ABC series this week attracted an adult-teenage audience of 26 per cent. Its opening night audience the previous week was 28 per cent. Perhaps more significant, however, is the marked drop in overall viewer enjoyment of this week's program. The opening show, with guests Rich Little and Alice Ghostly, in which Julie sang mainly hits from her own past successes, rated a high enjoyment index of 81, whereas this second program, in which she was joined by Cass Elliot and Carl Reiner, and which included many more comedy skits, was no more than moderately well received with an index of enjoyment of only 73.

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 15 - 21, 1972

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	85
TELESCOPE ('Big Bus Goin' To Nashville')	Thu. 9:00- 9:30	6	70
‡ AUDUBON WILDLIFE THEATRE	Sun. 5:30- 6:00	6	86
BANDWAGON	Thu. 9:30-10:00	4	58
‡ 'BC DERBY'	Sat. 7:30- 8:03	3	74
KLAHANIE	Sat. 1:30- 2:00	3	\$
TIME TO REMEMBER	Thu. 10:00-10:30	3	\$
ENCOUNTER	Thu. 10:30-11:00	3	\$
VIEWPOINT	M-F 11:22-11:29	2	73
‡ 'NORTHERN GAMES'	Sat. 7:00- 7:30	2	\$
‡ UPDATE	Sat. 6:00- 6:30	2	\$
‡ ONE MORE TIME	Sat. 6:30- 7:00	1	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
‡ MAN ALIVE (Repeat)	Sat. 1:00- 1:30	1	\$
‡ MAN ALIVE	Sat. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	16	83
MAUDE	Thu. 7:30- 8:00	10	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	77
GET SMART (Repeat)	M-F 5:30- 6:00	7	74
THAT GIRL	Fri. 5:30- 6:00	6	85
WORLD TV SHOWCASE ('Dear Sir, Unless...')	Fri. 10:00-11:00	2	\$
<u>CTV PROGRAMS</u>			
IRONSIDE	Mon. 10:00-11:00	17	85
+ MANNIX	Sun. 9:00-10:00	17	82
MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	87
FRIDAY NIGHT MOVIE ('Columbo')	Fri. 8:30-10:00	15	82
F.B.I.	Fri. 10:00-11:00	14	79
+ ACADEMY PERFORMANCE ('The Streets Of San Francisco')	Sat. 8:00-10:00	14	81
+ MEDICAL CENTER	Mon. 8:30- 9:30	13	85
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	12	83
SONNY AND CHER	Fri. 7:30- 8:30	12	74
+ PAUL LYNDE	Tue. 7:00- 7:30	12	74
POLICE SURGEON	Sat. 7:30- 8:00	12	77
+ GHOST STORY	Thu. 10:00-11:00	11	74
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	81
+ DORIS DAY	Mon. 7:00- 7:30	11	77
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	11	76
+ LITTLE PEOPLE	Thu. 7:30- 8:00	10	84
‡ FOOTBALL - CFL (B.C. at Montreal)	Sun. 2:00- 4:31	10	75
+ GEORGE KIRBY	Thu. 9:00- 9:30	9	65
‡ FOOTBALL - CFL (B.C. at Toronto)	Wed. 8:00-10:30	9	78
CTV NATIONAL NEWS	S-S 11:00-11:20	9	80
+ THE BRADY BUNCH	Fri. 7:00- 7:30	8	75
IAN TYSON	Tue. 9:30-10:00	8	70
+ GEORGE	Thu. 7:00- 7:30	7	72
ANOTHER WORLD	M-F 3:00- 3:30	7	87
W5	Sun. 10:00-11:00	7	71
ROLLIN'	Mon. 7:30- 8:00	6	75
+ HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	54
+ UNTAMED WORLD	Sun. 5:00- 5:30	6	81
ANYTHING YOU CAN DO	M-F 3:30- 4:00	6	74
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	82
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	5	83
CANADA A.M.	M-F 7:00- 8:30	1	\$

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

‡ Re-scheduled in some areas (in case of multi-day programs on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- Friday evening (8:00-8:30 pm) marked the network debut of the new CBS-produced MASH comedy series based on the movie of the same name. At the national level, the program drew a 19 per cent audience - smaller by some 4 percentage points than last year's usual Friday (8:00-9:00 pm) audience to 'Rowan and Martin'. Nonetheless, in the common CBC-CTV coverage area, this opening 'Mash' show had a substantial audience lead over the opposing CTV variety show 'Sonny and Cher' (ratio 3:2). 'Mash' was particularly well received by those teenagers who watched it, the index of enjoyment for these viewers (age 12-17) being a very high 87. Young adults in the audience also quite enjoyed this first edition of 'Mash', the index for this segment of the audience (age 18-34) being 78. With older viewers being much less enthusiastic (the index for viewers age 50 and over was no higher than 66), the enjoyment index for the adult-teenage audience as a whole was 75.
- Immediately following 'Mash', on Friday at 8:30-9:00 pm, the "Archie Bunker" series, ALL IN THE FAMILY, made its first appearance on the full CBC network. The audience was a big one with viewing at the 29 per cent level. This equals the audience reached this week by 'Disney', 'Cannon' and 'Carol Burnett' and is just short of the audience to 'Flip Wilson', this week's biggest audience attraction among regular CBC network series. During the latter half of last season when 'All In The Family' ran as a CBC metronet series, audience reaction to the show was overwhelmingly favourable, the average index of enjoyment over its three-month run being 88. The opening show this year was received with a similar degree of enthusiasm, index of enjoyment a very high 87.
- At 19 per cent, the audience to FRONT PAGE CHALLENGE (Tuesday 9:30-10:00 pm) this week was up one percentage point over the week before but still somewhat below the usual 'Challenge' viewing level of last season when the series ran at the same hour on Monday evenings with an average audience of 22 per cent. In the common CBC-CTV reception area, 'Front Page Challenge' again this week proved a much stronger audience attraction than the CTV's 'Ian Tyson Show', the disparity between the audiences being about 2:1 in the CBC's favour. Headlining the current high cost of living and the controversial appointment of an American as Chief of Police in Calgary, Tuesday's program was well received by the majority of those who saw it although the index of 77, like the previous week's 78, remained below that recorded for many of last year's 'Challenge' broadcasts (average index 81).
- Unlike both 'The Partridge Family' and 'Cannon' which precede it on Monday evenings, THIS IS THE LAW (9:30-10:00 pm) lost

TABLE 3

PERFORMANCE OF CBC FULL NETWORK PROGRAMS AND OPPOSING
CTV PROGRAMS WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 15-21, 1972

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 15th	7:00- 7:30	Local Programming	9	THE BRADY BUNCH
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	MASH	18	SONNY AND CHER
	8:30- 9:00	ALL IN THE FAMILY	28	
	9:00- 9:30	'DEATH OF A LEGEND' (NFB) (Repeat)	13	FRIDAY NIGHT MOVIE ('Columbo')
	9:30-10:00			
	10:00-10:30	Not Complete Network	15	F.B.I.
SUN 17th	7:00- 7:30	THE ROVERS	14	Not Complete Network
	7:30- 8:00	ANNA AND THE KING	#	
	8:00- 8:30	JULIE ANDREWS	25	NATIONAL GEOGRAPHIC SPECIAL ('The Hidden World')
	8:30- 9:00			Not Complete Network
	9:00- 9:30	'STRIKE' (Drama)	11	19 + MANNIX
	9:30-10:00			
	10:00-10:30	'FABRE: THE GENIOUS OF THE INSECTS'	#	7 W5
MON 18th	7:00- 7:30	Local Programming	12	+ DORIS DAY
	7:30- 8:00	Not Complete Network	7	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	25	Local Programming
	8:30- 9:00	CANNON	27	14 + MEDICAL CENTER
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	16	12 PIG 'N' WHISTLE
	10:00-10:30	'ALGERIA, TEN YEARS AFTER'	#	19 IRONSIDE
TUE 19th	7:00- 7:30	Local Programming	13	+ PAUL LYNDE
	7:30- 8:00		#	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	23	# SEARCH
	8:30- 9:00	FLIP WILSON	30	Local Programming
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	18	8 LAN TYSON
	10:00-10:30	TUESDAY NIGHT (on Pee-wee Hockey)	6	17 MARCUS WELBY, M.D.
THU 21st	7:00- 7:30	Local Programming	8	+ GEORGE
	7:30- 8:00	Not Complete Network	11	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	28	12 * 'THE STREETS OF SAN FRANCISCO'
	8:30- 9:00			
	9:00- 9:30			10 + GEORGE KIRBY
	9:30-10:00	Not Complete Network	7	+ HERE COME THE SEVENTIES
	10:00-10:30			
S-S	10:30-11:00		12	+ GHOST STORY
	11:00-11:20	CBC NEWS	13	10 CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e., non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

audience slightly this week. Running directly against 'Pig 'n' Whistle' on CTV stations, the CBC panel-quiz show this week drew a 17 per cent audience nationally and, in the common CBC-CTV area, outdrew 'Pig 'n' Whistle' in an audience ratio of about 4 to 3. Though still moderately well received by its audience as a whole, the index of 71 for Monday's 'This Is The Law' was 2 points lower than that of the previous week's broadcast. Once again this week, teenage viewers of the show were much more enthusiastic than were adult viewers, the indices of enjoyment for these two groups being 79 and 69 respectively.

- On Sunday at 9:00-10:00 pm, immediately following the 'Julie Andrews Show', the network this week presented the Grahame Woods drama STRIKE. Set in a small Ontario town, the play recounts the tragedy that eventually follows a strike call by workers in the town's one and only industry. Starring was the late Steve Ihnat. The audience was 13 per cent - less than half the 31 per cent audience attracted the previous Sunday at this time to the 'Wayne and Shuster Comedy Hour', but only just short of the average 15-16 per cent audience obtained by the various non-serialized dramas shown in this 'Sunday At Nine' slot last year. In the common CBC-CTV reception area, the debut episode of CTV's detective series 'Mannix' outrated this week's CBC drama in an audience ratio of close to 2:1.

By CBC-drama standards, 'Strike' was well received by those who watched it, the index of enjoyment for the audience as a whole being 73 as against the much lower average enjoyment index of about 59 for the non-serialized, one-occasion drama presented in the 'Sunday At Nine' series last season. Although several official union sources have charged that, in the words of CLC President Donald MacDonald, Grahame Wood's play was "the most vicious piece of anti-union propaganda ever shown on a public network", there is little evidence that this sentiment was particularly widespread among the audience as a whole. In response to a survey question which asked all viewers of 'Strike' if there had been anything at all about the play they had not liked, only about one viewer in ten reported he had found the drama an unfair, one-sided or even an overdramatized portrayal of union members, leaders or strikes generally. In contrast, in reply to a question asking viewers what they had particularly liked about the play, close to one-third of all viewers praised the drama for its realistic, factual portrayal of strikes and its serious and timely treatment of what seemed to them to be an important real-life problem.

- On Tuesday evening at 10:00-11:00 pm, a documentary examining the pros and cons of organized hockey for 12-year olds ('It's Winning That Counts') marked the return this week of the current affairs TUESDAY NIGHT series. At 6 per cent the national audience was just short of the (7 per cent) audience to the opening program in last

season's 'Tuesday Night' series - a documentary on the present day troubles in Ireland. This year, 'Tuesday Night' appears to be up against much tougher CTV competition: currently it runs against the still popular medical drama 'Marcus Welby, M.D.' whereas, at this time last year, it ran against the relatively low-audience-appeal and now defunct adventure series 'The Persuaders'. In those parts of the country where both CBC and CTV network stations are available, 'Tuesday Night' was this week heavily outrated by 'Welby', in an audience ratio of about 3:1. Audience reaction to 'It's Winning That Counts' was quite favourable on the whole - index of audience enjoyment 76 as compared with an average index of 74 for 'Tuesday Night' last season.

- . Continuing in its new Thursday 9:00-9:30 pm slot on the metronet and some CBC affiliated stations, immediately following 'Carol Burnett', TELESCOPE this week attracted another 6 per cent audience, 8 per cent within the metronet area where the series is fully available. This week's program followed a tour to Nashville made this summer by a group of Canadian country-music fans. It was not particularly well received by viewers, the enjoyment index of 70 being far below the high 83 recorded the week before for the 'Telescope' series' opener (a filmed tour of the Vancouver Public Aquarium), and somewhat below average for network programs in general.
- . This week's program in the Friday 9:00-10:00 pm slot was DEATH OF A LEGEND - a National Film Board documentary on wolves originally shown on the network in September of last year. At 14 per cent the audience to the repeat program was somewhat smaller than the (Tuesday 8:30-9:30 pm) audience to the original presentation, and only about two-thirds as big as audiences normally attracted to the pre-empted 'Tommy Hunter' series at this time of year. With audience reactions being much the same as to the original broadcast, Friday's viewers rated 'Death Of A Legend' as a highly worthwhile, particularly instructive and most enjoyable program - index of audience enjoyment a high 84.
- . Thursday at 9:30-10:00 pm saw the debut on the metronet and some CBC affiliated stations of the new CBC-produced band music show, BANDWAGON. Hosted by Bob Francis, this opening program featured Nancy Wilson as special guest. Viewing was 4 per cent both at the national level and within the metronet coverage area where the program is fully available. This is approximately the viewing level attained early last season by the 'In The Mood' band music

series in the earlier Thursday at 9:00-9:30 pm slot. This week's first edition of 'Bandwagon' was rather poorly received by most of those who watched it, the index of enjoyment for the audience as a whole being only 58.

- Earlier on Thursday, at 7:30-8:00 pm on the metronet, the third episode of the new CBS situation comedy MAUDE drew another 10 per cent audience nationally, 13 per cent within the metronet coverage area where the program is fully available. Audience enjoyment of 'Maude' continues to increase steadily each week, the enjoyment index for the series' debut episode being 67, for last week's second program 74, and for this week's third program 77.
- Making its new season debut on Monday at 7:30-8:00 pm, THE IRISH ROVERS (on the metronet and some CBC affiliated stations) this week drew a substantial 20 per cent audience across the country - much bigger than the 15 per cent audience attracted to the 'Irish Rovers' debut show last year when the series was carried by one or two fewer affiliated stations. The series is up against much weaker CTV competition this year than last: it now runs directly against the CTV musical 'Rollin' whereas, during the 1971-72 season, it ran against the first half-hour of the popular 'Medical Center' series. In those parts of the country where both a CBC metronet and a CTV network station are available, 'The Irish Rovers' fared very well against 'Rollin', outdrawing the CTV show by about 2 to 1. This week's 'Irish Rovers' program was immensely enjoyed by the great majority of those who watched it, the index of audience enjoyment of 85 about equalling the very high enjoyment level that the series has consistently maintained since its initial debut on the network at the end of the 1970-71 season.

A CBC RESEARCH REPORT

TV/72/29

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 22-28, 1972

THIS WEEK

This week's schedule marked the season premieres of 'Tommy Hunter', 'To See Ourselves', 'Tommy Banks', 'Replay', 'Country Canada' and 'Singalong Jubilee', and the debut of 'The Alan Hamel Comedy Bag'. Special programming included live coverage from Moscow of the final four games in the eight-game Canada-USSR hockey series, a showing of an award-winning foreign movie, 'A Man And A Woman', a documentary titled 'The Face Of War' and a repeat of 'The Living Arctic'. Due to insufficient advance notice of scheduling no audience information is available for these two last mentioned broadcasts.

Regular network series pre-empted throughout the country this week included 'NFL Football', 'Telescope', 'Bandwagon', 'Encounter', Saturday's 'Sports Week' and the Thursday editions of 'Galloping Gourmet', 'Paul Bernard, Psychiatrist', 'Take Thirty' and 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- The big sports event of the week was the final quartet of CANADA-USSR HOCKEY games telecast live from Moscow. The CBC network carried the sixth and eighth games on Sunday 24th and Thursday 28th, the CTV network (supplemented by several CBC stations to provide full coverage) the fifth and seventh games on Friday 22nd and Tuesday 26th.

Audiences ranged from 42 per cent for the Friday game to a high of 61 per cent for the Sunday game, the Tuesday game getting a 46 per cent audience, the final game on Thursday 57 per cent. While these are all large audiences (by far the biggest audiences of the week for single telecasts) they are smaller than the 67-72 per cent audiences attracted to each of the first four games in the series played in Canada. The explanation clearly lies in the time of the broadcasts: the first four games were all telecast in evening hours (in prime viewing time in the eastern zone and earlier elsewhere) whereas the last four games were seen in Canada in early afternoon in the east and earlier in the western regions. Evening repeats of two of these games, the fifth and the eighth, drew smaller but still substantial audiences of 23 per cent and 39 per cent respectively.

Audience enjoyment of these last four games exceeded even the high level attained by the first four. The fifth game (won by Russia) had an enjoyment index of 89, the sixth and seventh games (which Canada won) had indices of 94 and 95 and the eighth and final game which saw Canada snatch victory in the last few seconds of play, attained an index of enjoyment of 97 - an all-time record high level of achievement for any single broadcast, sports or other.

The main audience statistics for the English-language coverage of the series are summarized below (Information on French network audiences for these last four games is not yet available and will be reported separately):

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 22-28, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ 'TEAM CANADA VS USSR' HOCKEY (6th game)	Sun. 1:00- 3:53	61	94
+ 'TEAM CANADA VS USSR' HOCKEY (8th game)	Thu. 12:30- 3:37	57	97
'TEAM CANADA VS USSR' HOCKEY (8th game) (Repeat)	Thu. 9:00-12:07	39	94
ALL IN THE FAMILY	Fri. 8:30- 9:00	31	87
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	29	85
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	82
CANNON	Mon. 8:30- 9:30	28	82
JULIE ANDREWS	Sun. 8:00- 9:00	27	77
FLIP WILSON	Tue. 8:30- 9:30	27	75
CAROL BURNETT	Thu. 8:00- 9:00	25	78
ANNA AND THE KING	Sun. 7:30- 8:00	24	80
MARY TYLER MOORE	Tue. 8:00- 8:30	23	80
TOMMY HUNTER	Fri. 9:00-10:00	18	83
THIS IS THE LAW	Mon. 9:30-10:00	18	70
THE ROVERS (Repeat)	Sun. 7:00- 7:30	18	70
MASH	Fri. 8:00- 8:30	17	73
+ FOOTBALL - CFL (Ottawa at Edmonton)	Sat. 10:00-12:41	17	82
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	16	79
* CBC NATIONAL NEWS	S-S 11:00-11:21	12	82
+ △ EXPOS BASEBALL	Wed. 8:00-10:19	12	72
△ EDGE OF NIGHT	M-F 3:30- 4:00	9	84
‡ 'A MAN AND A WOMAN'	Sat. 8:00-10:00	9	51
‡ FAMILY COURT	M-F 4:00- 4:30	7	77
+ MAJOR LEAGUE BASEBALL	Sat. 2:00- 5:11	6	79
'WORDS, WORDS, WORDS AND MUSIC' (Gene Lees)	Sun. 9:00-10:00	6	45
TUESDAY NIGHT ('Cambodia in Conflict')	Tue. 10:00-11:00	5	77
COUNTRY CANADA	Sun. 4:30- 5:00	3	72
‡ TAKE THIRTY	M-F 3:00- 3:30	3	77
SPORTS WEEK	Wed. 10:20-11:00	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
SPORTS WEEK	Sun. 3:54- 3:59	1	\$

- + Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).
- * Broadcast at 12:09-12:30 am on Thursday; re-scheduled in some areas on Friday and Saturday.
- ‡ Pre-empted in some areas (in case of multi-day programs on one or more occasions).
- △ Joined in progress in some areas (in case of multi-day programs on one or more occasions).
- ‡ Pre-empted on Thursday.
- \$ Sample too small for reliable reporting of enjoyment level.

Game No.	Network	Day	Time Seen in Eastern Zone (pm)	Score (Canada-USSR)	Per Cent of all English Canadians aged 12+ who viewed	Number of Viewers aged 12+	Index of Audience Enjoyment
1	CTV +	Sat. Sep. 2	8:00-10:44	3-7	% 67	(000s) 8,589	82
2	CBC	Mon. Sep. 4	8:00-11:00	2-1	72	9,230	94
3	CTV +	Wed. Sep. 6	8:00-10:39	4-4	72	9,230	93
4	CBC	Fri. Sep. 8	8:00-10:45	3-5	68	8,718	83
5	CTV +	Fri. Sep. 22 (Repeat)	12:30- 3:25 10:00-11:58	4-5	42 (23)	5,333 (2,910)	89 (84)
6	CBC	Sun. Sep. 24	1:00- 3:53	3-2	61	7,782	94
7	CTV +	Tue. Sep. 26	12:30- 3:21	4-3	47	6,000	95
8	CBC	Thu. Sep. 28 (Repeat)	12:30- 3:37 9:00-12:07	6-5	57 (39)	7,243 (5,025)	97 (94)
8-game Average (excluding repeats)					61	7,766	91

- ALL IN THE FAMILY (Friday, 8:30-9:00 pm) proved the biggest audience attraction among regular network series this week with a 31 per cent audience - up 2 percentage points from the audience to last week's opening program and very much bigger than audiences attracted to 'Rowan and Martin' throughout its run in the Friday 8:00-9:00 pm slot last season (average audience 23 per cent). The Archie Bunker series continues also to give great pleasure to those who watch it, rating for the second successive week a high audience enjoyment index of 87.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 22-28, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	18	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	80
AUDUBON WILDLIFE THEATRE	Sun. 5:30- 6:00	7	89
* KLAHANIE	Sat. 1:30- 2:00	3	81
+ * ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	3	52
MAN ALIVE (Repeat)	Sun. 4:00- 4:30	3	72
UPDATE	Sat. 6:00- 6:30	3	75
+ TOMMY BANKS	Fri. 10:30-11:00	3	64
+ TO SEE OURSELVES ('The Tender Branch')	Fri. 10:00-10:30	2	\$
* <input type="checkbox"/> VIEWPOINT	M-F 11:22-11:29	2	\$
REPLAY	Sat. 6:30- 7:00	2	\$
+ <input type="checkbox"/> GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
+ <input type="checkbox"/> PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
+ * WORLD OF MAN	Sat. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	15	84
MAUDE	Thu. 7:30- 8:00	10	81
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	80
* GET SMART (Repeats)	M-F 5:30- 6:00	7	78
<u>CTV PROGRAMS</u>			
* * 'TEAM CANADA VS USSR' HOCKEY (7th game)	Tue. 12:30- 3:21	47	95
* * 'TEAM CANADA VS USSR' HOCKEY (5th game)	Fri. 12:30- 3:25	42	89
* * 'TEAM CANADA VS USSR' HOCKEY (5th game) (Repeat)	Fri. 10:00-11:58	23	84
IRONSIDE	Mon. 10:00-11:00	17	83
△ MANNIX	Sun. 9:00-10:00	17	81
* FOOTBALL - CFL (Montreal at Winnipeg)	Wed. 9:00-11:37	14	81
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	14	76
* △ MEDICAL CENTER	Mon. 8:30- 9:30	13	86
POLICE SURGEON	Sat. 7:30- 8:00	13	74
* ACADEMY PERFORMANCE ('Desperate Mission Mission')	Sat. 8:00-10:00	13	78
SONNY AND CHER	Fri. 7:30- 8:30	12	77
FRIDAY NIGHT MOVIE ('Night Of The Wizard')	Fri. 8:30-10:00	12	82
△ PAUL LYNDE	Tue. 7:00- 7:30	11	78
* FOOTBALL - CFL (Montreal at Calgary)	Sun. 4:10- 6:40	11	77
△ DORIS DAY	Mon. 7:00- 7:30	11	77
+ * MARCUS WELBY, M.D.	Tue. 9:30-10:30	11	87
△ PIG 'N' WHISTLE	Mon. 9:30-10:00	11	70
* FOOTBALL - CFL (Ottawa at Vancouver)	Tue. 10:30- 1:00	9	83
△ LITTLE PEOPLE	Thu. 7:30- 8:00	9	83
△ THE BRADY BUNCH	Fri. 7:00- 7:30	9	79
△ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	9	76
△ GEORGE	Thu. 7:00- 7:30	8	65
△ GHOST STORY	Thu. 10:00-11:00	7	75
* CTV NATIONAL NEWS	S-S 11:00-11:20	7	81
* WIDE WORLD OF SPORTS ROLLIN'	Sat. 4:30- 6:00	7	80
* ANOTHER WORLD	Mon. 7:30- 8:00	6	79
* GEORGE KIRBY	M-F 3:00- 3:30	6	88
+ W5	Thu. 9:00- 9:30	5	58
+ ANYTHING YOU CAN DO	Sun. 10:00-11:00	5	66
* WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	76
* HERE COMES THE SEVENTIES	M-F 3:30- 4:00	5	85
* 'I HATE THE WORD CHARITY'	Thu. 9:30-10:00	3	52
+ SOMERSET	Sun. 7:30- 8:30	3	\$
CANADA A.M.	M-F 2:30- 3:00	2	\$
	M-F 7:00- 8:30	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Pre-empted in some areas (in case of multi-day programs, on one or more occasions).

☐ Pre-empted on Thursday.

* Telecast "live" (i.e. without normal delays to the West and pre-release to the

* Also carried on some CBC stations.

/Atlantic Regions).

△ Not carried (on this day and at this time) on all CTV stations.

& Broadcast at 12:00-12:20 am on Friday.

‡ Joined in progress at 3:23 pm in Quebec and Ontario on Tuesday.

\$ Sample too small for reliable reporting of enjoyment level.

- In contrast, MASH, which precedes 'All In The Family' at 8:00-8:30 pm on Friday, this week suffered a slight audience loss - 17 per cent as against last week's debut audience of 19 per cent. With teenage reaction again this week much more enthusiastic than adult response, 'Mash' was again no more than moderately well received by its audience as a whole - index 73 on this occasion, 75 the week before.
- Running in the same slot as last season (Friday 9:00-10:00 pm) but following 'All In The Family' in place of 'Laugh-In', TOMMY HUNTER premiered this week with an 18 per cent audience - slightly smaller than the 20 per cent audience that was drawn to the opening 'Hunter' program last season. There is no indication, however, that the series is any less enjoyed by those who watch it than it was a year ago - index of enjoyment for this week's show a high 83.
- Immediately following 'Tommy Hunter' this season on CBC metronet and some affiliated stations comes the CBC-produced drama series TO SEE OURSELVES (Friday 10:00-10:30 pm). This week's opening program was a story by David French, set in rural Prince Edward Island, entitled 'The Tender Branch'. Running directly against the CTV network's evening repeat of the day's Canada-Russia hockey telecast, and pre-empted on several stations, this week's drama drew a small 2 per cent audience - too small to provide a reliable indication of how much the program had been enjoyed by those who watched it.
- Broadcast for the first time this week in its new Friday 10:30-11:00 pm slot on the metronet and some affiliated stations, TOMMY BANKS also ran directly against that evening's repeat showing of the day's Canada-USSR hockey - and was pre-empted in some areas. The resultant audience was just 3 per cent - both nationally and within the CBC metronet area where the program was fully available. This opening 'Banks' show, which featured the 'Oscar Peterson Trio', had an enjoyment index of 64. While this is still considerably below average for network programs in general, it marks a somewhat more favourable audience reaction than to either of the last two 'Tommy Banks' shows - i.e. the two final shows of the summer series - which rated indices of enjoyment of only 55 and 58.
- On Sunday evening at 7:30-8:00 pm, ANNA AND THE KING, the new CBS situation comedy starring Yul Brynner and Samantha Eggar in the title roles, attracted a 24 per cent audience - somewhat bigger than the 20-21 per cent audience maintained

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 22-28, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 22nd	7:00- 7:30	Local Programming		9	THE BRADY BUNCH
	7:30- 8:00	Not Complete Network		13	SONNY AND CHER
	8:00- 8:30	MASH	16		
	8:30- 9:00	ALL IN THE FAMILY	30	13	FRIDAY NIGHT MOVIE ('Desperate Mission')
	9:00- 9:30	TOMMY HUNTER	17		
	9:30-10:00				
	10:00-10:30	Not Complete Network			
	10:30-11:00				
SUN 24th	7:00- 7:30	THE ROVERS	16	Not Complete Network	
	7:30- 8:00	ANNA AND THE KING	24	3	'I HATE THE WORD CHARITY'
	8:00- 8:30	JULIE ANDREWS	26		
	8:30- 9:00	Not Complete Network			
	9:00- 9:30	'WORDS, WORDS, WORDS AND MUSIC' (Gene Lees)	5	19	+ MANNIX
	9:30-10:00				
	10:00-10:30	'THE LIVING ARCTIC' (Repeat)	#	6	W5
	10:30-11:00				
MON 25th	7:00- 7:30	Local Programming		12	+ DORIS DAY
	7:30- 8:00	Not Complete Network		7	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	27	Local Programming	
	8:30- 9:00	CANNON	27	14	+ * MEDICAL CENTER
	9:00- 9:30				
	9:30-10:00	THIS IS THE LAW	17	11	PIG 'N' WHISTLE
	10:00-10:30	'FACE OF WAR' (Vietnam)	#	19	IRONSIDE
	10:30-11:00				
THU 28th	7:00- 7:30	Local Programming		8	+ GEORGE
	7:30- 8:00	Not Complete Network		10	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	23	10	+ 'THE STREETS OF SAN FRANCISCO'
	8:30- 9:00				
	9:00- 9:30	△ 'TEAM CANADA VS USSR HOCKEY' (Repeat)		6	+ GEORGE KIRBY
	9:30-10:00			3	+ HERE COME THE SEVENTIES
	10:00-10:30			8	+ GHOST STORY
	10:30-11:00				
S - S	11:00-11:20	* <input type="checkbox"/> CBC NEWS	12	8	* & CTV NEWS

& Broadcast at 12:00-12:20 am on Friday.

■ Broadcast 10:00-11:58 pm. Also carried on some CBC stations.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

△ Broadcast 9:00-12:07 am.

☐ Broadcast at 12:09-12:30 am on Thursday.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday and Wednesday data in this table.

last season by 'The Jimmy Stewart Show' when it ran in this same Sunday at 7:30 pm slot. This week's episode of 'Anna and The King' (the second of the season but the first for which audience data is available) was much enjoyed by the majority of those who watched it - index of enjoyment 80.

- Following this at 8:00-9:00 pm, THE JULIE ANDREWS SHOW featured Rich Little and special guests Ken Berry and Jack Cassidy. It drew a 27 per cent audience - average for the series to date this season. The program was fairly well received by those who watched it, index of enjoyment 77 - about midway between the series' peak index of 81 recorded for the debut program and the much lower index of 73 for last week's show.
- Also on Sunday, at 9:00-10:00 pm, the network presented 'WORDS, WORDS, WORDS AND MUSIC', a one-man show featuring Gene Lees both in conversation with Elwood Glover and in musical performance. The audience was just 6 per cent - by far the smallest on record for a regular 'Sunday At Nine' series presentation. Nor was 'Words...and Music' at all well received by those who did watch it, the index of audience enjoyment being only 45 - the lowest for any CBC network program so far this season.
- Now in its second week of the new season, THE IRISH ROVERS (Monday, 7:30-8:00 pm on the metronet and some CBC affiliated stations) this week drew a substantial 18 per cent audience - down just slightly from the 20 per cent audience to the previous week's debut show. During the entire week, no other CBC-produced program, not even those with full network coverage, had a bigger audience than 'The Irish Rovers'. And, in those parts of the country where both CBC metronet and CTV network programs are equally available, 'The Irish Rovers' again this week attracted three times as many viewers as did the musical show ('Rollin') which directly opposes it on CTV stations. (Note: last week's report erroneously gave the 'Irish Rovers' audience lead over 'Rollin' as just 2:1.) Characteristic of the 'Rovers' series in general, this week's show was very much enjoyed by the great majority of those who watched it - index of audience enjoyment a high 86.
- With the level of viewing virtually unchanged from the preceding two weeks, CANNON (Monday 8:30-9:30 pm) this week drew a 28 per cent audience nationally and, in the common CBC-CTV coverage area, again outdrew the opposing CTV 'Medical Center' series by

about 2 to 1. Maintaining its usual high level of viewer appreciation, 'Cannon' this week rated an enjoyment index of 82.

- Nor was there any significant change this week in the size of the audience to THIS IS THE LAW which follows 'Cannon' at 9:30-10:00 pm on Mondays. With viewing at the 18 per cent level nationally, the CBC quiz program also maintained its substantial audience lead over 'Pig 'n' Whistle' within the common CBC-CTV area - ratio this week about 3:2. However, like the preceding two editions, this week's 'This Is The Law' was not too well received by the majority of those who watched it - index of audience enjoyment just 70.
- At 9:30-10:00 pm on Tuesday, FRONT PAGE CHALLENGE's audience this week was 16 per cent. This is a drop in audience from the 18 and 19 per cent levels of the two preceding weeks and puts 'Challenge' even further below the average 22 per cent audience level that it maintained last season when it ran at this time on Mondays. This week's program, which headlined charter flights and the conflict in Northern Ireland, had an index of enjoyment (79) that was not significantly different from those of the two previous weeks but slightly below average for last year's 'Challenge' series (index 81).
- This week's program in the TUESDAY NIGHT series (10:00-11:00 pm) was 'Cambodia In Conflict' - an Australian-produced documentary reviewing the years of Prince Sihanouk's reign and examining the current volatile situation in the country. With the majority of those who watched the program rating it on the various standard rating scales as a highly interesting, worthwhile, and clearly presented piece of television journalism, the index of enjoyment for the audience as a whole was 77. The size of the 'Tuesday Night' audience was 5 per cent - down one percentage point from the previous week's audience for the documentary on pee wee hockey.
- Continuing in the Wednesday 7:30-8:00 pm slot that it occupied last season, but with some re-scheduling in western areas this week, SINGALONG JUBILEE made its debut with a program featuring Catherine McKinnon as guest vocalist. Broadcast this season on the metronet and on some CBC affiliated stations, 'Singalong' this week attracted an 8 per cent audience nationally - 10 per cent within the metronet area where the program is fully available. Specially well received by 'Singalong Jubilee' standards, this opening program rated a high audience enjoyment index of 80 (average index last season, 74).

- . With the level of viewing virtually unchanged from previous weeks, Thursday's fourth episode of MAUDE (7:30-8:00 pm on the metronet only) drew a 10 per cent audience nationally, 13 per cent within the metronet area where the series is fully available. Audience enjoyment of the series continued its upward climb this week, the enjoyment index on this occasion being a high 81 - a full 14 index points above the enjoyment level attained by the debut program of the series four weeks ago.
- . Saturday evening (7:00-7:30 pm) marked the debut on the metronet and on some CBC affiliated stations of the new Montreal-produced ALAN HAMEL COMEDY BAG series. Pre-empted in the province of Manitoba and with some re-scheduling in more western areas, the opening program drew a small 3 per cent audience across the country. Initial audience reaction to the series was far from enthusiastic, the index of enjoyment being only 52.
- . Shown this week at 4:30-5:00 pm on Sunday on the full CBC network, COUNTRY CANADA began its new season with a report on Canada's beef industry and a discussion of the reasons for the rising cost of beef. With a typically small 'Country Canada' audience of 3 per cent, the broadcast was just moderately well received by those who watched it, index of audience enjoyment 72.
- . Concluding its summer run in the Sunday 5:30-6:00 pm slot, AUDUBON WILDLIFE THEATRE this week presented 'Queen of the Cascades' - a look at wildlife in the four 'life zones' of Mount Rainier on the B.C.-U.S. border. The audience - unchanged from recent weeks - was 7 per cent; the index of enjoyment - typical of 'Audubon' and other wildlife programs - a high 89.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) began its new season of programming on Monday of this week with a brief report by Dian Cohen on recent economic developments in Canada plus a preview of what is in store for 'Take Thirty' viewers during the upcoming fall and winter months. The index of audience enjoyment for this initial program was 73. On Tuesday, 'Take Thirty' presented the first of three programs on the recent world environmental conference in Stockholm; the audience to this particular program however, was too small to provide any indication of overall audience enjoyment. Wednesday's look

at the growing incidence of crime in Canadian cities and the various ways to deal with potential acts of violence was very well received by those who watched, the index of enjoyment being a high 82. The average audience to 'Take Thirty' over these three days (the series was pre-empted on Thursday) was 3 per cent - close to the average 4 per cent audience normally attained by 'Take Thirty' over the past five seasons.

A CBC RESEARCH REPORT

TV/72/30

on

AUDIENCE REACTIONS OF ENGLISH TV NETWORK PROGRAMS

WEEK: SEPTEMBER 29-OCTOBER 5, 1972

THIS WEEK

Special network programming this week included live coverage of Team Canada's arrival in Toronto, a Federal Election report 'Politics Canada Atlantic', two 'Freetime Political Telecasts', and a repeat of 'Love Carries No Doubt' on the humanitarian work of Mother Theresa and Dr. Jean Vanier. The week also marked the return of 'Weekend', 'Hymn Sing' and 'Countrytime'; the network debut of the adventure drama series 'The Beachcombers'; and the beginning (on the metronet and some CBC affiliated stations) of the new consumer interest series 'The Marketplace', and of 'Dollars and Sense', a revamped version of last season's 'Analog'. Due to insufficient advance notice of scheduling, no audience data is available for the Team Canada reception, the Monday 'Freetime Political Telecast' involving the Liberal and P.C. Party leaders, or the repeat of the Mother Theresa/Vanier documentary. Nor, because of late notice of participating teams, is audience information available for 'NFL Football'.

The only regular network series to be pre-empted this week was 'Front Page Challenge'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- The four CBC network programs drawing the biggest audiences again this week were ALL IN THE FAMILY (Friday 8:30-9:00 pm), CANNON (Monday 8:30-9:30 pm), FLIP WILSON (Tuesday 8:30-9:30 pm) and THE WONDERFUL WORLD OF DISNEY (Sunday 6:00- 7:00 pm). 'All In The Family' - the only one to top the 30 per cent audience mark - this week increased its audience a further 2 percentage points to 33 per cent and, as always, was highly acclaimed with an audience enjoyment index of 87. The three other series each drew somewhat smaller, though still substantial, audiences of 28-29 per cent, and were also well received with indices of audience enjoyment of 86 for 'Disney', 84 for 'Cannon' and 79 for 'Flip Wilson'.
- Following 'All In The Family' in its usual Friday 9:00-10:00 pm slot, TOMMY HUNTER also increased its audience somewhat this week - 20 per cent as against last week's opening night audience of 18 per cent. In line with viewer reactions to 'Hunter' programs throughout the 1971-72 season, this week's edition with Ferlin Husky as special guest rated a high audience enjoyment index of 82.
- This week's program in the TO SEE OURSELVES drama series was 'To Set Our House In Order', a story by Margaret Laurence, of a young child's efforts to run the household while her mother is ill. Broadcast in the series' usual Friday 10:00-10:30 pm slot on the metronet and on some CBC affiliate stations, the program drew an audience (3 per cent) too small to provide a reliable indication of the extent to which it was enjoyed by those who watched it.
- Nor did TOMMY BANKS, which followed 'To See Ourselves' at 10:30-11:00 pm on the metronet and some affiliate stations, draw an audience involving sufficient numbers of viewers this week to provide an index of audience enjoyment for the program. At 2 per cent, the audience to the broadcast was down slightly from the week before when the series made its first appearance in this 10:30-11:00 pm Friday slot.
- Immediately following Saturday's Edmonton-Toronto 'CFL Football' contest, the network this week carried the season premiere of the Halifax-produced COUNTRYTIME series of country music, now in its fourth year on the network. Joined in progress at 10:33-11:00 pm EDT across the country, the broadcast drew a national audience of 10 per cent - only about two-thirds as big as the usual audience to post-hockey 'Countrytime' programs last season.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: SEPTEMBER 29 - OCTOBER 5, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:00	33	87
CANNON	Mon. 8:30- 9:30	29	84
FLIP WILSON	Tue. 8:30- 9:30	29	79
♠ THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	28	86
CAROL BURNETT	Thu. 8:00- 9:00	26	77
MARY TYLER MOORE	Tue. 8:00- 8:30	25	81
* JULIE ANDREWS	Sun. 8:00- 9:00	22	76
* ANNA AND THE KING	Sun. 7:30- 8:00	20	79
TOMMY HUNTER	Fri. 9:00-10:00	20	82
MASH	Fri. 8:00- 8:30	19	75
THIS IS THE LAW	Mon. 9:30-10:00	16	74
+ EXPOS BASEBALL	Wed. 8:00-10:59	16	79
+ FOOTBALL - CFL (Edmonton at Toronto)	Sat. 8:00-10:32	15	82
* THE BEACHCOMBERS	Sun. 7:00- 7:30	13	65
± CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
CBC WEEKEND	Sun. 10:33-11:31	12	79
EDGE OF NIGHT	M-F 3:30- 4:00	10	86
+ COUNTRYTIME	Sat. 10:34-11:00	10	78
FAMILY COURT	M-F 4:00- 4:30	8	79
FREETIME POLITICAL TELECAST (Social Credit, Progressive Conservative and Liberal)	Tue. 9:30-10:00	7	59
TUESDAY NIGHT (French Foreign Legion)	Tue. 10:00-11:00	6	82
MAJOR LEAGUE BASEBALL	Sat. 2:00- 5:15	5	81
'POLITICS CANADA ATLANTIC'	Mon. 10:00-10:30	4	60
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	73
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$

♠ Pre-empted in British Columbia.

* Re-scheduled in some areas.

± Broadcast time 11:32-11:46 pm on Sunday.

+ Telecast 'live' (i.e. without normal delays to the West and pre-release to the Atlantic regions).

\$ Sample too small for reliable reporting of enjoyment level.

With each of its various musical numbers being at least moderately well received by those who watched them, the program as a whole rated an audience enjoyment index of 78 - about equal to the average index of the 1971-72 'Countrytime' series.

- Another regular weekly series making its season debut this week was the Sunday evening WEEKEND. Broadcast immediately after the network's special live coverage (from 9:00-10:30 pm EDT) of the 'Team Canada Homecoming' ceremonies - for which no audience data is available but which almost certainly had a very big audience - this opening 'Weekend' program (at 10:30-11:30 pm EDT) drew an audience of 12 per cent that was one-third bigger again than the average 'Weekend' audience of last season. Items included in Sunday's edition were: filmed reactions of 'ordinary' Canadians and of various celebrities to the last few minutes of the Canada-USSR hockey series; an interview with former Trudeau advisor and current Liberal candidate Marc Lalonde; a brief conversation with a Vancouver man who claimed to have been sworn at by the Prime Minister; an interview by new 'Weekend' host Charlotte Gobeil with Hungarian-born Marxist scholar Dr. Istvan Meszaros who has been refused immigration to Canada; a talk with new British Columbia Premier David Barrett; and further comment on Team Canada's win by rural sage 'Fred Dobbs'. The broadcast as a whole was very well received by 'Weekend' standards; indeed, at 79, the index of audience enjoyment was higher than all but one of last season's indices of enjoyment for 'Weekend' programs and much above the average index of 70 for the 1971-72 'Weekend' series as a whole.
- Making its third appearance of the season, TELESCOPE (Thursday 9:00-9:30 pm on the metronet and some CBC affiliated stations) this week visited the Royal Ontario Museum on the occasion of its Diamond Jubilee. With just over half of those who saw the program rating it at the extreme end of the enjoyment scale as a program that they had "enjoyed very much", the index of enjoyment for the audience as a whole was 74 - a slightly more favourable audience reception than was accorded the 'Nashville' program two weeks earlier, but far short of the specially high index of 83 recorded for the series' opening program on the Vancouver Public Aquarium. At 4 per cent nationally and 5 per cent within the metronet area where 'Telescope' is fully available, the audience to this week's 'R.O.M.' program was only about two-thirds as big as the audience to each of the two previous 'Telescope' programs this season. And, in those parts of the country where both CBC metronet and CTV network programs are available, the directly opposing 'George Kirby' variety show on the private network this week had a 2:1 audience advantage over the CBC series.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: SEPTEMBER 29 - OCTOBER 5, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	19	87
* SINGALONG JUBILEE	Wed. 7:3 - 8:00	8	82
* HYMN SING	Sun. 5:30- 6:00	7	87
BANDWAGON	Thu. 9:30-10:00	4	65
TELESCOPE (Royal Ontario Museum)	Thu. 9:00- 9:30	4	74
MARKET PLACE	Thu. 10:00-10:30	4	81
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	54
* REPLAY	Sat. 6:30- 7:00	3	\$
* KLAHANIE	Sat. 1:30- 2:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
TO SEE OURSELVES ('To Set Our House In Order')	Fri. 10:00-10:30	3	\$
TOMMY BANKS	Fri. 10:30-11:00	2	\$
VIEWPOINT	M-F 11:22-11:29	2	73
ENCOUNTER	Thu. 10:30-11:00	2	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
PAUL BERNARD PSYCHIATRIST	M-F 2:00- 2:30	1	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
WORLD OF MAN	Sat. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	16	86
MAUDE	Thu. 7:30- 8:00	10	76
* GET SMART	M-F 5:30- 6:00	8	78
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	80
<u>CTV PROGRAMS</u>			
IRONSIDE	Mon. 10:00-11:00	18	83
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	15	81
* WEDNESDAY NIGHT MOVIE ('Oklahoma')	Wed. 8:00-10:30	15	79
+ MANNIX	Sun. 9:00-10:00	15	82
ACADEMY PERFORMANCE ('Beguiled')	Sat. 8:00-10:00	15	77
SONNY AND CHER COMEDY HOUR	Fri. 7:30- 8:30	14	75
F.B.I.	Fri. 10:00-11:00	13	80
POLICE SURGEON	Sat. 7:30- 8:00	13	78
+ GHOST STORY	Thu. 10:00-11:00	13	78
+ PAUL LYNDE	Tue. 7:00- 7:30	13	75
FRIDAY NIGHT MOVIE ('The New Mexican Connection')	Fri. 8:30-10:00	12	79
+ DORIS DAY	Mon. 7:00- 7:30	11	76
MARCUS WELBY, M.D.	Tue. 10:00-11:00	11	88
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	77
GEORGE KIRBY	Thu. 9:00- 9:30	10	65
+ THE BRADY BUNCH	Fri. 7:00- 7:30	10	77
+ GEORGE	Thu. 7:00- 7:30	9	75
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	83
+ LITTLE PEOPLE	Thu. 7:30- 8:00	9	89
IAN TYSON	Tue. 9:30-10:00	8	70
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	82
△ FOOTBALL - CFL (Hamilton at Ottawa)	Sun. 2:00- 4:38	7	80
SEARCH	Tue. 8:00- 9:00	7	76
ROLLIN'	Mon. 7:30- 8:00	7	80
M-F 3:00- 3:30		7	90
□ FOOTBALL - CFL (Regina at Calgary)	Sun. 2:00- 4:30	6	83
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	72
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	6	74
+ UNTAMED WORLD	Sun. 5:00- 5:30	6	81
ANYTHING YOU CAN DO	M-F 3:30- 4:00	6	78
W5	Sun. 10:00-11:00	5	75
THE BRITISH EMPIRE (Part 1)	Sun. 7:30- 8:30	5	72
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	86
£ BREEDERS STAKES	Sun. 4:30- 5:00	4	81
SOMERSET	M-F 2:30- 3:00	2	78
CANADA A.M.	M-F 7:00- 8:30	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Pre-empted in British Columbia.

+ Not carried (on this day and at this time) on all CTV stations.

△ Eastern network only. Telecast live.

□ Western network only. Telecast live.

£ Not carried in the Maritimes and Montreal region; joined in progress in some areas. Telecast live.

\$ Sample too small for reliable reporting of enjoyment level.

- Later on Thursday (at 10:00-10:30 pm) THE MARKETPLACE, a new CBC-produced series designed to inform and protect the consumer, made its debut on the metronet and on some CBC affiliated stations. With consumer specialist Joan Watson and CBC newscaster George Finstad appearing as hosts, the series will regularly feature 'The Market Report' and 'Consumer Complaints' and frequently will also include items by American consumer satirist Marshall Efron. Though it drew only a relatively small 4 per cent audience nationally, 5 per cent in the metronet area where the series is fully available, this week's opening program was, nonetheless, very well received by those who watched it - index of audience enjoyment 81.
- Maintaining about the same level of viewing as on its two previous occasions this season, THE IRISH ROVERS (Monday, 7:30-8:00 pm on the metronet and some CBC affiliates) this week drew a 19 per cent audience nationally and, in those parts of the country where both are fully available, an audience, three times as big as that of the opposing CTV musical series, 'Rollin'. Typical of the 'Irish Rovers' series in general, this week's show with Ray Stevens as guest went over very well with those who watched it, the index of audience enjoyment being a high 87.
- Rescheduled again this week in western areas, Wednesday's SINGALONG JUBILEE (7:30-8:00 pm on the metronet and some CBC affiliates) drew another 8 per cent audience nationally, 10 per cent within the metronet area where the program is fully available. Maintaining the high level of enjoyment attained by last week's opening program, this second week's edition, featuring 'The Mercey Brothers', rated an index of 82 - much above last year's average 'Singalong Jubilee' index of 74.
- TUESDAY NIGHT (10:00-11:00 pm) this week presented a documentary on the modern French Foreign Legion. 'La Legion Etrangere', filmed at its home base in France, also in Corsica and in French Somaliland, covered some of the Legion's famous battles, interviews with historians and Legion veterans, and sequences showing the colourful life-style of the Legion today. The program was very well received by those who watched it - highly rated for its informativeness, praised for the clarity of its presentation, widely regarded as a very worthwhile subject for television and generally much enjoyed. At 82, the resultant index of audience enjoyment was some 5-6 index points higher than the index of each of the two preceding 'Tuesday Night' documentaries (on organized hockey for youngsters and 'Cambodia') and higher also than indices of all but a few of last year's 'Tuesday Night' programs. The size of the audience to this 'French Foreign Legion'

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: SEPTEMBER 29 - OCTOBER 5, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 29th	7:00- 7:30	Local Programming		11	+ THE BRADY BUNCH	
	7:30- 8:00	Not Complete Network		15	SONNY AND CHER	
	8:00- 8:30	MASH	18			
	8:30- 9:00	ALL IN THE FAMILY	32	13	FRIDAY NIGHT MOVIE ('The New Mexican Connection')	
	9:00- 9:30	TOMMY HUNTER	18			
	9:30-10:00					
	10:00-10:30	Not Complete Network		15	F.B.I.	
10:30-11:00						
MON 2nd	7:00- 7:30	Local Programming		12	+ DORIS DAY	
	7:30- 8:00	Not Complete Network		8	ROLLIN'	
	8:00- 8:30	FREETIME POLITCAL TELECAST	#	Local Programming		
	8:30- 9:00	CANNON	29	#	'FUTURE SHOCK'	
	9:00- 9:30					
	9:30-10:00	THIS IS THE LAW	15	12	PIG 'N' WHISTLE	
	10:00-10:30	'POLITICS CANADA ATLANTIC'	4	19	IRONSIDE	
10:30-11:00	'LOVE CARRIES NO DOUBT (Repeat)	#				
TUE 3rd	7:00- 7:30	Local Programming		14	+ PAUL LYNDE	
	7:30- 8:00			6	+ HEADLINE HUNTERS	
	8:00- 8:30	MARY TYLER MOORE	24	7	SEARCH	
	8:30- 9:00	FLIP WILSON	28			
	9:00- 9:30			Local Programming		
	9:30-10:00	FREETIME POLITICAL TELECAST	6	9	IAN TYSON	
	10:00-10:30	TUESDAY NIGHT (French Foreign Legion)	6	12	MARCUS WELBY, M.D.	
10:30-11:00						
THU 5th	7:00- 7:30	Local Programming		10	+ GEORGE	
	7:30- 8:00	Not Complete Network		10	+ LITTLE PEOPLE	
	8:00- 8:30	CAROL BURNETT	25	#	BOB HOPE SPECIAL	
	8:30- 9:00					
	9:00- 9:30			11	GEORGE KIRBY	
	9:30-10:00	Not Complete Network		7	HERE COME THE SEVENTIES	
	10:00-10:30			14	+ GHOST STORY	
10:30-11:00						
S-S	11:00-11:20	† CBC NEWS	12	9	* CTV NEWS	

† Broadcast time 11:32-11:46 pm on Sunday.

* Re-scheduled in some areas on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Sunday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Sunday and Wednesday data in this table.

program was 6 per cent - virtually unchanged from audiences attracted to the series in the last two weeks.

- On Thursday at 9:30-10:00 pm on the metronet and some CBC affiliates, BANDWAGON, the new CBC-produced band music series which last week was pre-empted by the network repeat of the final Canada-USSR hockey game, this week returned with a program guest-starring singer Mel Torme. Equalling in size the audience to the series' opening broadcast two weeks ago, the program drew a small 3 per cent audience across the country. However, within the metronet coverage area where 'Bandwagon' is fully available, the audience to this week's program was 6 per cent as against the series' earlier metronet-area audience of 4 per cent. And, within the common metronet-CTV coverage area, 'Bandwagon' on this occasion shared audience about equally with the opposing CTV series 'Here Come The Seventies'. Though audience reaction to this new 'Bandwagon' series is still far from enthusiastic, this second program, with an index of enjoyment of 65, surpassed by 7 index points the enjoyment level attained by the series' opener.
- HYMN SING this week returned to the metronet and some CBC affiliated stations in its usual Sunday 5:30-6:00 pm slot in all areas except the Atlantic Provinces. The size of the audience was 7 per cent nationally, 8 per cent within the metronet area - just slightly bigger than the audience to the opening 'Hymn Sing' program last year. As always, the program was highly acclaimed by those who saw it, the enjoyment index this week being 87.
- DOLLARS AND SENSE, a new revamped version of last year's 'Analog' series, made its first appearance on the metronet and on some CBC affiliate stations this Sunday afternoon at 1:00-1:30 pm in the east and at 4:00-4:30 pm in western areas. This week's program, which dealt with issues affecting both workers and business executives, had an audience of just 1 per cent - an audience involving too few respondents to provide any indication of the reactions to the program of those who watched it.
- Sunday evening (7:00-7:30 pm) saw the full network debut of the Vancouver-produced adventure series, THE BEACHCOMBERS, starring Bruno Gerussi. The audience to this opening program, at 13 per cent, was only about two-thirds as big as audiences attracted to 'The Rovers' in this same Sunday slot last season. Nor was overall audience reaction to this initial episode of 'The Beachcombers' very enthusiastic, the index of enjoyment being a rather low 65 as compared to an average index of 72 for 'The Rovers' last season.

- . With only a slight increase in level of viewing from last week's opener, the ALAN HAMEL COMEDY BAG (shown on the metronet and on some CBC affiliated stations in its usual Saturday 7:00-7:30 pm slot in the east but rescheduled again this week in western areas) drew a 4 per cent audience both nationally and within the CBC metronet area where the series is fully available. Nor was there any significant difference in the extent to which the program was enjoyed by those who watched it on these first two occasions - index this week another low 54 following the initial week's index of 52.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) this week was just moderately well received with an average index of enjoyment of 73 for its five broadcasts. About this same level of enjoyment (index 72) was attained by the Friday review of the week's news events - the only one of this week's five 'Take Thirty' programs with an audience involving sufficient panel members to provide a reliable index of audience enjoyment. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five-day period, 7 per cent.
- . On Monday, from 10:00-10:30 pm, the full network carried a 'Federal Election Special' titled POLITICS CANADA ATLANTIC. The program - the first of several CBC News reports on the campaign issues, on the candidates and on public opinion in various specific regions of the country - drew a national audience of 4 per cent. The index of enjoyment for this week's 'Atlantic' report was 60 - much below average for network programs in general.
- . Then the following evening (Tuesday), from 9:30-10:00 pm, an audience of 7 per cent was attracted to a FREETIME POLITICAL TELECAST involving separate 'pitches' by each of the four Party leaders. The program as a whole was not much enjoyed by those who watched it, the overall index of audience enjoyment being only 59.

A CBC RESEARCH REPORT

TV/72/31

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 6-12, 1972

THIS WEEK

Special programming on the full network this week included a television adaptation of the Kaufman-Gershwin musical satire, 'Of Thee I Sing'; live coverage of a 'World Hockey Association' game; two pre-election specials, on the political situation in British Columbia and in the Prairies; and several free-time political telecasts. The network also carried the documentary 'Indonesia: Time of Transition' but, because of insufficient advance notice of scheduling, no audience information is available for this broadcast. Saturday evening also marked the season debut of 'Hockey Night In Canada'.

Regular CBC programs pre-empted throughout the country this week included: 'Cannon', 'This Is The Law', 'Mary Tyler Moore' and 'Tuesday Night'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Saturday marked the start of the new season's NHL HOCKEY NIGHT IN CANADA series. On this occasion, three games were telecast - Minnesota vs Montreal in the Montreal region, California vs Vancouver in B.C. and Chicago vs Toronto throughout the rest of the country. Each began at 8:00 pm EDT and ran to about 10:30-10:45 pm. The total national audience was 31 per cent - ranking with Friday's 'All In The Family' as the biggest audience for a network program this week, though significantly smaller than the 36 per cent audience attracted to the opening 'Hockey Night' games last season. Nor was the overall index of audience enjoyment for Saturday's games (76) quite as high as indices recorded for most NHL hockey broadcasts last season.
- Be that as it may, this opening trio of Saturday NHL games was much more widely enjoyed by those who watched them than was the initial WORLD HOCKEY ASSOCIATION game, between Ottawa and Alberta, telecast on Wednesday evening, from 8:00-11:03 pm EDT. This rated an index of enjoyment of only 52, one of the lowest levels of audience enjoyment on record for a network hockey telecast. A further measure of audience reaction to this first 'WHA' game is reflected in the common CBC-CTV reception area where the CBC network telecast ran directly against CTV coverage of a Toronto-Montreal NHL game. The latter drew much the bigger audience - in a ratio of about 9:5 - and, with an index of enjoyment of 86, was also much the more enjoyed of the two games.
- Saturday marked the second broadcast of the new season for COUNTRYTIME and the first occasion on which the 'down East' country music series had followed 'Hockey Night In Canada' - at 10:30-11:00 pm EDT but joined in progress in B.C. The audience to this week's 'Countrytime', at 12 per cent, was up 2 percentage points from the week before but still somewhat short of the average 15 per cent audience to the post-hockey series last season. This week's edition of 'Countrytime' was much enjoyed by those who watched it, the enjoyment index being a high 81 - about 4 index points above the enjoyment norm for the 1971-72 series. (Viewer reactions to individual musical numbers in this program have been separately reported.)

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 6-12, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
△ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	31	76
ALL IN THE FAMILY	Fri. 8:30- 9:00	31	88
CAROL BURNETT	Thu. 8:00- 9:00	29	78
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	28	86
FLIP WILSON	Tue. 8:30- 9:30	27	78
JULIE ANDREWS	Sun. 8:00- 9:00	25	78
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	24	80
ANNA AND THE KING	Sun. 7:30- 8:00	22	81
△ WORLD HOCKEY ASSOCIATION	Wed. 8:00-11:03	19	52
MASH	Fri. 8:00- 8:30	18	80
'OF THEE I SING'	Mon. 8:30-10:00	17	65
TOMMY HUNTER	Fri. 9:00-10:00	16	79
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	16	79
THE BEACHCOMBERS	Sun. 7:00- 7:30	13	59
* CBC NATIONAL NEWS	S-S 11:00-11:21	13	81
△ + COUNTRYTIME	Sat. 10:30-11:00	12	81
EDGE OF NIGHT	M-F 3:30- 4:00	10	83
'THE DISPOSABLE MAN' (Drama)	Sun. 9:00-10:00	10	59
△ FOOTBALL - CFL (Calgary at Hamilton)	Sat. 2:00- 4:43	10	80
FAMILY COURT	M-F 4:00- 4:30	8	77
CBC WEEKEND	Sun. 10:00-11:00	7	67
'POLITICS CANADA PRAIRIES'	Mon. 10:00-10:30	6	62
△ FOOTBALL - NFL (St. Louis at Minnesota)	Sun. 2:00- 4:37	6	75
‡ FREETIME POLITICAL TELECAST (Liberal)	Tue. 8:00- 8:14	6	55
FREETIME POLITICAL TELECAST (Liberal, Social Credit and New Democratic Party)	Mon. 10:30-11:00	5	65
‡ 'POLITICS CANADA BRITISH COLUMBIA'	Tue. 10:00-10:30	5	67
‡ FREETIME POLITICAL TELECAST (Progressive Conservative)	Tue. 8:15- 8:30	5	58
TAKE THIRTY	M-F 3:00- 3:30	3	71
* COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
SPORTS WEEK	Sun. 4:38- 5:00	2	\$

△ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

+ Joined in progress at 10:46 pm EDT in British Columbia.

‡ Not telecast on CBOT (Ottawa) on this day.

\$ Sample too small for reliable reporting of enjoyment level.

- At 13 per cent, the size of the audience to the new Vancouver-produced adventure series THE BEACHCOMBERS (Sunday 7:00-7:30 pm) was unchanged from the week before. However, with an audience enjoyment index this week of only 59, this second episode was even less favourably received than the opening 'Beachcombers' broadcast (index 65), and not nearly as highly regarded by those who watched it as were most of last season's programs in 'The Rovers' adventure series. The latter, in this same Sunday time slot, drew weekly audiences of about 21 per cent and, on most occasions, was at least moderately well received with indices of enjoyment for individual programs in the 68-75 range.
- This week's 'Sunday At Nine' (9:00-10:00 pm) was THE DISPOSABLE MAN, a drama by Grahame Woods about a Canadian businessman who, on one of his trips behind the Iron Curtain, agrees to spy for the West and consequently spends eight years in a Communist prison. Back home, his ordeal continues as his denial of being a spy threatens to break up his family. Starring were Michael Kane and Anne Collings. On the whole, audience reaction to the play was not particularly enthusiastic. Though there was much praise for the quality of the acting, many viewers felt that the play "dragged", that the story line was at times difficult to follow and, in particular (that oft-repeated criticism of CBC network drama) that the ending of the play "left me hanging in the air". The resultant index of audience enjoyment was 59 - far below the index of 73 attained by Grahame Wood's earlier 'Sunday At Nine' drama, 'Strike', but about equal to the norm of enjoyment for the one-occasion dramas presented in the 'Sunday At Nine' series last season. Nor did 'The Disposable Man' draw quite as big an audience as 'Strike' - 10 per cent as against the September 17 'Sunday At Nine' audience of 13 per cent.
- The previous week's opening WEEKEND program having been shown at 10:30 pm in Ontario and Quebec and at corresponding local times in other areas, this week marked the first occasion on which, in that part of the country common to the two Canadian networks, the CBC and CTV Sunday evening (10:00-11:00 pm) current affairs series ran directly against each other. 'Weekend's' audience was 7 per cent, both nationally and within the common CBC-CTV area, the latter giving the CBC program a fairly substantial audience lead over CTV's 'W5' which drew 5 per cent. This 7 per cent national audience to the CBC program was, nonetheless, slightly smaller than the average audience to

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 6-12, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	19	85
* SINGALONG JUBILEE	Wed. 7:30- 8:00	8	77
TELESCOPE (E.P. Taylor)	Thu. 9:00- 9:30	7	79
* HYMN SING	Sun. 5:30- 6:00	6	89
MARKET PLACE	Thu. 10:00-10:30	4	84
BANDWAGON	Thu. 9:30-10:00	4	62
ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	3	43
TO SEE OURSELVES ('Miracle At Indian River')	Fri. 10:00-10:30	3	\$
* VIEWPOINT	M-F 11:22-11:29	3	73
TOMMY BANKS	Fri. 10:30-11:00	3	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
* REPLAY	Sat. 6:30- 7:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
SPORTS WEEK	Sat. 4:44- 5:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	16	86
MAUDE	Thu. 7:30- 8:00	11	80
* GET SMART	M-F 5:30- 6:00	8	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	79
<u>CTV PROGRAMS</u>			
& NHL HOCKEY	Wed. 8:00-10:30	31	86
IRONSIDE	Mon. 10:00-11:00	18	82
FRIDAY NIGHT MOVIE ('The Longest Night')	Fri. 8:30-10:00	17	83
MARCUS WELBY, M.D.	Tue. 10:00-11:00	17	85
SONNY AND CHER	Fri. 7:30- 8:30	16	80
+ MEDICAL CENTER	Mon. 8:30- 9:30	15	86
F.B.I.	Fri. 10:00-11:00	15	79
+ MANNIX	Sun. 9:00-10:00	15	84
+ GHOST STORY	Thu. 10:00-11:00	13	81
+ PAUL LYNDE	Tue. 7:00- 7:30	13	82
SEARCH	Tue. 8:00- 9:00	12	78
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	12	81
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	70
POLICE SURGEON	Sat. 7:30- 8:00	12	78
+ DORIS DAY	Mon. 7:00- 7:30	11	75
+ THE BRADY BUNCH	Fri. 7:00- 7:30	11	80
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	11	80
IAN TYSON	Tue. 9:30-10:00	11	73
ACADEMY PERFORMANCE ('Hec Ramsey')	Sat. 8:00-10:00	11	81
& FOOTBALL - CFL (Calgary at Ottawa)	Mon. 2:00- 4:39	10	76
GEORGE KIRBY	Thu. 9:00- 9:30	9	62
+ LITTLE PEOPLE	Thu. 7:30- 8:00	9	87
+ GEORGE	Thu. 7:00- 7:30	9	75
ROLLIN'	Mon. 7:30- 8:00	8	78
CTV NATIONAL NEWS	S-S 11:00-11:20	8	80
ANOTHER WORLD	Fri. 3:00- 3:30	6	88
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	73
ANYTHING YOU CAN DO	M-F 3:30- 4:00	6	79
FOOTBALL - CFL (Montreal at Toronto)	Sun. 2:00- 4:31	5	70
W5	Sun. 10:00-11:00	5	70
+ UNTAMED WORLD	Sun. 5:00- 5:30	5	85
'THE BRITISH EMPIRE' (Part 2)	Sun. 7:30- 8:30	5	76
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	4	83
FOOTBALL - CFL (Vancouver at Regina)	Sun. 2:00- 4:30	4	77
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	3	78
+ SPORTS BEAT '72	Wed. 10:30-11:00	3	\$
SOMERSET	Fri. 2:30- 3:00	2	\$
CANADA A.M.	M-F 7:00- 8:30	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

‡ Joined in progress at 10:03-pm CDT in Manitoba.

& Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

‡ Pre-empted in some areas on Monday.

△ Eastern network only. Telecast live.

▽ Western network only. Telecast live.

5 Sample too small for reliable reporting of enjoyment level.

'Weekend' last season (9 per cent), and just over half the size of the 12 per cent audience attracted to last week's opening 'Weekend' - scheduled immediately following a special program covering the homecoming from Russia of the triumphant 'Team Canada'. Nor was this Tuesday's 'Weekend' enjoyed nearly as much (index of enjoyment 67) as the previous week's program (index 79) - nor as much as the 'Weekend' series last season (average index 71). CTV's 'W5' was also no more than moderately well received this week - index of enjoyment 70, the norm for this season's four 'W5' programs.

The content of Sunday's 'Weekend': 'Friends of Ireland' - a 30-minute review of the activities of 'Northern Aid' and of the uses that are being made of moneys donated in Canada and the U.S. for Northern Ireland relief; a look at film re-enactment methods of crime detection; a talk with business tycoon and current Progressive Conservative candidate Stephen Roman; a telephone conversation with P.C. party leader Robert Stanfield; and comment by journalist John Gray on the Federal election campaign in Quebec.

- Making its second appearance in the Thursday 10:00-10:30 pm slot, on the metronet and on some CBC affiliated stations, the new MARKETPLACE consumer interest series this week drew another 4 per cent audience across the country, but 6 per cent within the metronet coverage area where the program is fully available - close to the 5 per cent of the previous week. In line with audience reaction to last week's debut, viewers of this second 'Marketplace' were most enthusiastic about the program, the index of audience enjoyment on this occasion being 84, the previous week 81.
- TELESCOPE (Thursday 9:00-9:30 pm on the metronet and on some CBC affiliated stations) this week focused on retired businessman-financier E.P. Taylor, visiting him and his son at 'Windfields Farms', home of Northern Dancer and of many other successful race horses. "Enjoyed very much" by over half of those who watched it, the broadcast rated, for the audience as a whole, an enjoyment index of 79 - second only, among this season's 'Telescope' programs, to the peak index of 83 for the opening program's tour of the Vancouver Public Aquarium. The index of enjoyment for last week's visit to the Royal Ontario Museum was 74, for the previous week's 'Nashville' program 70. This size of the audience to this 'E.P. Taylor' portrait was 7 per cent - just slightly bigger than the audience to each of the first two 'Telescope' programs and almost twice as big as last week's audience of 4 per cent.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 6-12, 1972

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 6th	7:00- 7:30	Local Programming	12	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	17	SONNY AND CHIEF
	8:00- 8:30	MASH	17	
	8:30- 9:00	ALL IN THE FAMILY	30	
	9:00- 9:30	TOMMY HUNTER	15	FRIDAY NIGHT MOVIE (The Lonnest Night')
	9:30-10:00			
	10:00-10:30	Not Complete Network	14	F.B.I.
	10:30-11:00			
SUN 8th	7:00- 7:30	THE BEACHCOMBERS	12	Not Complete Network
	7:30- 8:00	ANNA AND THE KING	21	5
	8:00- 8:30			'THE BRITISH EMPIRE'
	8:30- 9:00	JULIE ANDREWS	25	Not Complete Network
	9:00- 9:30			
	9:30-10:00	'THE DISPOSABLE MAN' (Drama)	9	16
	10:00-10:30			+ MANNIX
	10:30-11:00	CBC WEEKEND	7	15
MON 9th	7:00- 7:30	Local Programming	13	+ DORIS DAY
	7:30- 8:00	Not Complete Network	9	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	23	Local Programming
	8:30- 9:00			
	9:00- 9:30	'OF THEE I SING'	14	14
	9:30-10:00			+ MEDICAL CENTER
	10:00-10:30	'POLITICS CANADA PRAIRIES'		12
TUE 10th	10:30-11:00	FREETIME POLITICAL TELECAST	5	19
				PTG 'N' WHISTLE
				IRONSIDE
	7:00- 7:30	Local Programming	14	+ PAUL LYNDE
	7:30- 8:00		8	'MANDATE '72'
	8:00- 8:30	* FREETIME POLITICAL TELECAST	6	13
	8:30- 9:00	FLIP WILSON	26	SEARCH
WED 11th	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	15	12
	10:00-10:30	'POLITICS CANADA B.C.'	5	18
	10:30-11:00	'INDONESIA: TIME OF TRANSITION'	8	MARCUS WELBY, M.D.
	8:00-10:30	WORLD HOCKEY ASSOCIATION	18	31
	10:30-11:00			Not Complete Network
THU 12th	7:00- 7:30	Local Programming	9	+ GEORGE
	7:30- 8:00	Not Complete Network	10	+ LITTLE PEOPLE
	8:00- 8:30			
	8:30- 9:00	CAROL ROBERTS	28	13
	9:00- 9:30			+ THE STREETS OF SAN FRANCISCO
	9:30-10:00			10
	10:00-10:30	Not Complete Network		7
S-S	10:30-11:00			14
	11:00-11:30	* CBC NEWS	12	CTV NEWS

* Not telecast on CBOT (Ottawa) on this day.

* Broadcast at 11:04-11:25 pm EDT in the East on Wednesday.

* Not carried (on this day and at this time) on all CTV stations.

* Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Saturday data in this table.

- Now running on Tuesdays at 9:30-10:00 pm, FRONT PAGE CHALLENGE appears to be drawing a significantly smaller audience this season than last, Tuesday's audience of 16 per cent (following first, second and third week audiences of 18, 19 and 16 per cent respectively) being substantially below the 20-24 per cent audience level of the first four 'Challenge' programs last season. The change in the lead-in offers no obvious explanation: last year, on Monday evenings at 9:30 pm, 'Front Page Challenge' was scheduled immediately following 'Cannon' whose audience was substantially smaller than the big 29 per cent average audience that 'Flip Wilson' is currently drawing in the Tuesday 8:30-9:30 pm slot. Nor does the explanation seem to lie in any radical change in the appeal or potential appeal of directly opposing programming, either on the CTV network or on any of the U.S. networks. The extent to which the program is being enjoyed by those who are watching it is also slightly reduced - average index of enjoyment for the first four programs last season 81, this season 78.
- TOMMY HUNTER is also running at a lower audience level this season than last. Scheduled in the same slot as last year, on Fridays at 9:00-10:00 pm, these first three 'Hunter' programs have averaged an audience of 18 per cent as against 22 per cent over the same period last season. Among those who are watching the show, audience enjoyment during these first few weeks remains at about the same level as last year - average index 80-81.
- With an average index of 71 for its five programs, TAKE THIRTY (weekdays 3:00-3:30 pm) was again, on the whole, only moderately well received this week. Most enjoyed of the four programs for which separate information is available was the Thursday program in which host Adrienne Clarkson discussed the Canadian North and showed film of her recent travels in that region. This rated an index of 79 as against an index in the lower 68-71 range for each of the other three broadcasts. These included: on Monday, a conversation with 'Ms' magazine editors Gloria Steinem and Margaret Sloan; on Tuesday, the conclusion of a three-part report on the recent U.N. Conference (in Stockholm) on the Human Environment; and on Wednesday, an interview with author-broadcaster Pierre Berton and a discussion of TV coverage of sports events. The Friday October 6 'Take Thirty' on hot-line radio programs involved too few panel members to provide a reliable index of audience enjoyment. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five-day period, 7 per cent - unchanged from previous weeks this season and consistently just slightly lower than the corresponding audience figures for 'Take Thirty' at this time last year.

- In the same Monday (10:00-10:30 pm) slot in which it carried 'Politics Canada Atlantic' last week, the network this week presented the second program in this pre-election series - POLITICS CANADA PRAIRIES, on the campaign issues, the candidates and public opinion in the Prairie provinces. With viewing up 2 percentage points from the 'Atlantic' program this week's broadcast drew a national audience of 6 per cent and was received with about the same rather low level of enthusiasm that characterized audience reaction to the 'Atlantic' program - indices of enjoyment 62 and 60 respectively.
- The following evening, Tuesday, at 10:00-10:30 pm, a third program in the same series, POLITICS CANADA BRITISH COLUMBIA drew much the same size of audience (5 per cent) and attained a slightly higher, though still low level of audience enjoyment (index 67).
- On Friday at 10:00-10:30 pm, on the metronet and some affiliate stations, the drama series TO SEE OURSELVES this week presented 'Miracle At Indian River', a comedy, by Alden Nowlan, about a New Brunswick pastor's efforts to promote marriage and higher morals in a rural parish. The 3 per cent audience was too small to provide a reliable indication of audience enjoyment.
- On Saturday at 7:00-7:30 pm, carried as usual by CBC metronet and some affiliated stations, this week's AL HAMEL COMEDY BAG drew another tiny audience - 3 per cent nationally, 4 per cent in the metronet area where the program is fully available, virtually the same size of audience that the series has attracted in previous weeks. The already low level of audience enjoyment for the two previous weeks' 'Hamel' shows, indices 52 and 54, sank even further this week to the 43 level - the lowest index of enjoyment for any network program this week and about average for the show's predecessor, last season's Montreal-produced 'Let's Call The Whole Thing Orff'.
- On Monday evening at 8:30 pm, the network presented a ninety-minute television version of the Kaufman-Gershwin musical satire OF THEE I SING. Starring Carroll O'Connor, the production also included Cloris Leachman, Mary Turner and Jack Gilford. The audience was 17 per cent - about equal in size to audiences

attracted these past two weeks to the pre-empted 'This Is The Law' (9:30-10:00 pm) but only about two-thirds as big as the usual audience to the also-displaced 'Cannon' (8:30-9:30 pm). Nor was the musical very much enjoyed by most of those who watched it. Rating an index of enjoyment of only 70 among older viewers (aged 50-plus) and even less widely enjoyed by younger members of the audience, 'Of Thee I Sing' had an overall enjoyment index of just 65 - much below the norm for network programs generally and even further below average for network specials.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/72/32

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 13-19, 1972

THIS WEEK

Special programming this week included live coverage of four 'World Series Baseball' games, a one-hour romantic drama based on the circumstances of the 1936 abdication of the British monarch Edward VIII, a fourth program in the 'Politics Canada' series, another pre-election 'Freetime Political Telecast', and a series of short films in lieu of Tuesday's rained-out 'World Series' game. No audience information is available on these films.

The many regular CBC programs pre-empted throughout the country this week included the network's 'NFL Football', 'Flip Wilson', 'Front Page Challenge', 'Tuesday Night', 'Carol Burnett', 'Telescope', 'Bandwagon', 'Marketplace' and 'Encounter'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- The week's programming included live coverage of the first four of this season's seven WORLD SERIES BASEBALL games between the Cincinnati Reds and the Oakland A's. The biggest audiences needless to say, 24 per cent and 26 per cent respectively, went to the two evening games (on Wednesday at 8:15-11:03 pm EDT and on Thursday at 8:15-10:40 pm EDT), smaller audiences of 14 and 18 per cent respectively going to the Saturday and Sunday afternoon games - each broadcast at approximately 1:45-3:35 pm EDT. The World Series clearly continues to have widespread appeal for Canadian viewers, the biggest of this week's audiences being only slightly short of the peak 29 per cent audience for the only evening World Series game last season, and this week's audiences to the afternoon telecasts being about the same size as audiences to afternoon World Series telecasts last season. The Wednesday evening baseball game, incidentally, ran directly against a Toronto-Pittsburgh NHL Hockey game on CTV stations and, in that part of the country where both telecasts were available, the audience split about equally - a big change from the week before when, in this CBC-CTV common coverage area, CTV's NHL Hockey outrated the opening WHA (World Hockey Association) game on the CBC network. All four of this week's baseball telecasts were much enjoyed by the great majority of those who watched them, indices of enjoyment for individual games all falling in the high 83-87 range.
- While still drawing very large audiences (31 per cent both this week and last), Saturday's HOCKEY NIGHT IN CANADA is currently running somewhat below the 36-37 per cent audience level that the series maintained during the opening weeks of the season last year.
- Perhaps as a consequence, the post-hockey music show COUNTRYTIME is also currently drawing slightly smaller audiences than it did at this time last year - 10, 12 and 12 per cent over these past three weeks as against the average 14 per cent audience to 'Countrytime' in the opening weeks of the 1971-72 season. This week's show, with guest singers Gary Buck and 'The Loose Change' had an index of enjoyment of 75, only slightly below last season's norm but substantially below the index of enjoyment of 81 for the preceding week's program featuring guests Roy Payne and Fern Dauth.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 13-19, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:00	33	88
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	32	87
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	31	83
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	27	81
CANNON	Mon. 8:30- 9:30	26	82
+ WORLD SERIES BASEBALL	Thu. 8:15-10:40	26	87
ANNA AND THE KING	Sun. 7:30- 8:00	26	80
JULIE ANDREWS	Sun. 8:00- 9:00	25	77
+ WORLD SERIES BASEBALL	Wed. 8:15-11:03	24	83
'THE WOMAN I LOVE'	Sun. 9:00-10:00	22	83
MASH	Fri. 8:00- 8:30	18	78
+ WORLD SERIES BASEBALL	Sun. 1:45- 3:38	18	84
THE BEACHCOMBERS	Sun. 7:00- 7:30	17	66
THIS IS THE LAW	Mon. 9:30-10:00	16	74
TOMMY HUNTER	Fri. 9:00-10:00	16	78
+ WORLD SERIES BASEBALL	Sat. 1:45- 3:35	14	84
* CBC NATIONAL NEWS	S-S 11:00-11:21	13	81
+ COUNTRYTIME	Sat. 10:30-11:00	12	75
CBC WEEKEND	Sun. 10:00-11:00	10	78
EDGE OF NIGHT	M-F 3:30- 4:00	10	85
FAMILY COURT	M-F 4:00- 4:30	8	77
FREETIME POLITICAL TELECAST (Progressive Conservative, New Democratic Party, Liberal)	Mon. 10:30-11:00	6	61
'POLITICS CANADA QUEBEC'	Mon. 10:00-10:30	5	56
'SYDNEY TO HOBART YACHT RACE - 1971'	Tue. 10:30-11:00	4	74
TAKE THIRTY	M-F 3:00- 3:30	3	72
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
SPORTS WEEK	Sun. 3:39- 4:00	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Broadcast at 11:05-11:26 pm EDT in the East on Wednesday.

Joined in progress at 10:34 pm EDT in the Toronto region.

\$ Sample too small for reliable reporting of enjoyment level.

- . The program occupying the 'Sunday At Nine' (9:00-10:00 pm) slot this week was THE WOMAN I LOVE, a U.S.-produced dramatization of the events of the constitutional crisis in Britain in 1936 culminating in King Edward VIII's abdication and subsequent marriage to the American Wallis Warfield Simpson. Starring were Richard Chamberlain as Edward, Faye Dunaway as Mrs. Simpson. Both the size of the audience (22 per cent) and the extent to which those who watched the program enjoyed it (index of enjoyment 83) were far above average for CBC 'Sunday At Nine' drama productions generally. Indeed, such was the drawing power of 'The Woman I Love' that, in the common CBC-CTV coverage area, it heavily outrated the popular CTV crime drama 'Mannix' which normally has a much bigger audience than the directly opposing CBC network offering.
- . Next on Sunday, at 10:00-11:00 pm, WEEKEND had a 10 per cent audience - about midway between the 12 per cent audience to the season's opening program and the 7 per cent audience of last week. The level of viewer enjoyment was also much higher this week than last - indices of enjoyment 78 and 67 respectively. As indicated by viewers' comments, much of the appeal of this week's program seemed to derive from a 15-minute segment on acupuncture which included quite dramatic film footage from China demonstrating some of the uses being made of acupuncture in brain and lung surgery. Many viewers found this of very great interest. Other items in this Sunday's 'Weekend' included an interview with former Quebec Justice Minister and current P.C. candidate in the upcoming federal election, Claude Wagner; comment by political analyst I.F. Stone on peace prospects in Vietnam; a talk with Russian-born opera singer Ivan Rebhoff; an interview with former Newfoundland Premier Joey Smallwood; telephone conversations with Social Credit and NDP party leaders Caouette and Lewis; and some humorous comment on the election by 'Fred Dobbs'.
- . Like 'The Wonderful World of Disney' which immediately precedes it, the Vancouver-produced adventure series THE BEACHCOMBERS this week increased its audience 4 percentage points above the level of the two preceding weeks - a substantial increase but one that still leaves 'The Beachcombers' audience, at 17 per cent, somewhat short of the average 21 per cent adult-teenage audience attracted to 'The Rovers' in this same slot this time last season. Nor do viewers seem to enjoy 'The Beachcombers' as much as they did 'The Rovers' - average indices of audience enjoyment 63 and 72 respectively.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 13-19, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	85
* <u>Δ</u> SINGALONG JUBILEE	Wed. 7:30- 8:00	8	78
HYMN SING	Sun. 5:30- 6:00	7	82
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	3	48
TOMMY BANKS	Fri. 10:30-11:00	3	67
<u>Δ</u> TO SEE OURSELVES ('Tulip Garden')	Fri. 10:00-10:30	3	58
* VIEWPOINT	M-F 11:22-11:29	2	68
SPORTS WEEK	Sat. 3:36- 4:00	2	\$
* REPLAY	Sat. 6:30- 7:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
DOLLARS AND SENSE	Sun. 4:00- 4:30	2	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	87
* MAUDE	Thu. 7:30- 8:00	10	80
* GET SMART	M-F 5:30- 6:00	8	77
DICK VAN DYKE	Fri. 7:30- 8:00	7	85
<u>CTV PROGRAMS</u>			
<u>‡</u> NHL HOCKEY	Wed. 8:00-10:38	22	81
MARCUS WELBY, M.D.	Tue. 10:00-11:00	18	85
IRONSIDE	Mon. 10:00-11:00	16	84
SONNY AND CHER	Fri. 7:30- 8:30	16	79
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	15	79
+ PAUL LYNDÉ	Tue. 7:00- 7:30	15	78
FRIDAY NIGHT MOVIE (Columbo-'The Greenhouse Jungle')	Fri. 8:30-10:00	14	83
+ MANNIX	Sun. 9:00-10:00	14	85
F.B.I.	Fri. 10:00-11:00	14	80
<u>‡</u> FOOTBALL - CFL (Toronto at Calgary)	Sun. 4:00- 6:42	13	80
+ MEDICAL CENTER	Mon. 8:30- 9:30	13	88
POLICE SURGEON	Sat. 7:30- 8:00	12	76
+ THE BRADY BUNCH	Fri. 7:00- 7:30	12	79
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	12	80
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	74
+ DORIS DAY	Mon. 7:00- 7:30	11	76
+ GHOST STORY	Thu. 10:00-11:00	11	82
+ ACADEMY PERFORMANCE ('Cool Million')	Sat. 8:00-10:00	11	79
IAN TYSON	Tue. 9:30-10:00	10	72
+ GEORGE	Thu. 7:00- 7:30	9	72
GEORGE KIRBY	Thu. 9:00- 9:30	8	61
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	79
ROLLIN'	Mon. 7:30- 8:00	7	78
ANYTHING YOU CAN DO	M-F 3:30- 4:00	6	77
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	78
ANOTHER WORLD	M-F 3:00- 3:30	6	89
<u>□</u> FOOTBALL - CFL (Edmonton at Vancouver)	Sat. 8:00-10:30	5	85
'THE BRITISH EMPIRE' (Part 3)	Sun. 7:30- 8:30	5	75
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	86
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	3	\$
+ SPORTS BEAT '72	Wed. 10:30-11:00	3	\$
SOMERSET	M-F 2:30- 3:00	2	82
CANADA A.M.	M-F 7:00- 8:30	1	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

Δ Joined in progress in Manitoba.

Δ Pre-empted on CBOT (Ottawa).

‡ Telecast "live" (without normal delays to the West and pre-release to the Atlantic Regions).

* Not carried (on this day and at this time) on all CTV stations.

□ Western network only. Telecast live.

- On Monday at 9:30-10:00 pm, after five weeks on the air, viewer response to THIS IS THE LAW appears to be near-stabilized at the 17 per cent audience level and with an index of enjoyment of about 72. This is virtually the same size of audience that FRONT PAGE CHALLENGE now draws on Tuesdays at this time - a drop of some 4-5 percentage points from the audience that 'Challenge' was drawing at this time last season. Among those who watch them, however, 'Front Page Challenge', with an average index of enjoyment of about 78, remains much the more enjoyed of the two programs.
- On Monday at 10:00-10:30 pm the fourth of five pre-election programs on regional politics, this one entitled POLITICS CANADA QUEBEC, drew a 5 per cent audience - about the same size of audience that has been attracted to previous programs in this series. Dealing with party candidates and election issues in the province of Quebec, this week's program was, if anything, slightly less favourably received than the earlier ones - index of enjoyment 56 compared with indices of 60, 62 and 67 for the programs on (respectively) the Atlantic region, the Prairies and British Columbia.
- Continuing to be only moderately well received by those who watch it, the weekday TAKE THIRTY series (3:00-3:30 pm) this week rated an average index of 72 for its five programs. With viewing remaining at the low 3 per cent level throughout the week, no one program had an audience involving a sufficient number of respondents to provide an individual index of audience enjoyment. The content: on Friday a look at the current unemployment situation and at the rising cost of living; on Monday, an interview with actor Tom Courtenay; and on Tuesday, Wednesday and Thursday, 'Crisis In The Classroom' - a three-part analysis of the current state of education in Canadian high schools and universities.
- THE ALAN HAMEL COMEDY BAG, broadcast on the metronet and on some CBC affiliated stations on Saturday, at 7:00-7:30 pm in the east but at various other times in western areas, continues each week to draw small national audiences of 3-4 per cent. Even many of those who do watch the show appear to derive little enjoyment from it, this week's index of enjoyment of 48 being about equal to the low average index (49) for the series to date.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 13-19, 1972

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
FRI 13th	7:00- 7:30	Local Programming		13	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	MASH	17	17	SONNY AND CHER
	8:30- 9:00	ALL IN THE FAMILY	33		
	9:00- 9:30			15	FRIDAY NIGHT MOVIE (Columbo-'The Greenhouse Jungle')
	9:30-10:00	TOMMY HUNTER	15		
	10:00-10:30			15	F.B.I.
SUN 15th	7:00- 7:30	THE BEACHCOMBERS	16		Not Complete Network
	7:30- 8:00	ANNA AND THE KING	25	6	'THE BRITISH EMPIRE'
	8:00- 8:30	JULIE ANDREWS	25		
	8:30- 9:00				Not Complete Network
	9:00- 9:30	'THE WOMAN I LOVE'	22	15	+ MANNIX
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	9	#	THE HUMAN JOURNEY: 'THE FAMILY'
MON 16th	7:00- 7:30	Local Programming		13	+ DORIS DAY
	7:30- 8:00	Not Complete Network		8	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	26		Local Programming
	8:30- 9:00			13	+ MEDICAL CENTER
	9:00- 9:30	CANNON	26		
	9:30-10:00	THIS IS THE LAW	15	12	PIG 'N' WHISTLE
	10:00-10:30	'POLITICS CANADA QUEBEC'	5	18	IRONSIDE
WED 18th	10:30-11:00	FREETIME POLITICAL TELECAST	6		
S-S	8:00-11:00	△ WORLD SERIES BASEBALL	23	23	<input type="checkbox"/> NHL HOCKEY
S-S	11:00-11:20	■ CBC NEWS	12	8	† CTV NEWS

△ Broadcast live at 8:15-11:03 pm EDT.

☐ Broadcast live at 8:00-10:38 pm EDT.

† Re-scheduled in some areas on Saturday and Wednesday.

* Broadcast at 11:05-11:26 pm EDT in the East on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday and Thursday data in this table.

- This week's program in the TO SEE OURSELVES drama series (Friday 10:00-10:30 pm on the metronet and some affiliates) was George Ryga's 'Tulip Garden' - the story of an old man's efforts to carry out his dead wife's wish for a simple burial despite the objections of well-meaning neighbours. Starring was Andrew Duggan. The small 3 per cent audience was about average for the series, the index of enjoyment 58 - the first occasion so far this season when the audience to a 'To See Ourselves' program has been just large enough to provide any measure of viewer reaction.
- Then following this, on Friday 10:30-11:00 pm on the metronet and some affiliated stations, TOMMY BANKS drew its usual small 3 per cent audience. Viewer enjoyment of the program also remains at a low level - index of enjoyment 67 this week for a show guest-starring CBC sports commentator Ernie Afaganis and singer Juliette, as against an average 63 index for previous shows in the current series.

A CBC RESEARCH REPORT

TV/72/33

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 20-26, 1972

THIS WEEK

Special programming disrupting the regular network schedule this week included coverage of three 'World Series Baseball' games; 'The Wonder Of It All', a Norman Campbell-Don Harron musical based on the life of Emily Carr; a special interview with each of the four federal political party leaders; the concluding 'Politics Canada' program and two more pre-election 'Freetime Political Telecasts'; one edition of the Newfoundland music-variety series 'All In A Circle'; and live coverage of Henry Kissinger's press conference announcing a possible early settlement of the Vietnam war. Due to insufficient notice of scheduling, no audience information is available for these two last-mentioned broadcasts. Nor is audience data available for the Friday afternoon 'World Series' game which was scheduled after the Tuesday evening contest was rained-out. This week also marked the debut of the British 'Benny Hill Show' and the season premiere of 'This Land'.

The many regular CBC programs pre-empted throughout the country this week included 'Get Smart', 'All In The Family', 'The Alan Hamel Comedy Bag', 'Countrytime', 'NFL Football', 'Sports Week', 'Tuesday Night', 'Encounter', and one edition of 'Edge Of Night' and 'The Galloping Gourmet'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Friday at 9:00-10:00 pm, the fifth TOMMY HUNTER show of the season drew a 14 per cent audience - down some 3-4 percentage points from the average audience maintained by the four preceding 'Tommy Hunter' programs this season and only two-thirds as big as the average 'Hunter' audience of last season. In the common CBC-CTV coverage area, 'Tommy Hunter' this week was substantially outdrawn (audience ratio about 3:2) by the opposing CTV Friday Night Movie; last season, the CBC series usually maintained a slight audience lead over the CTV network's Friday movie. While the 'Hunter' series is still being very much enjoyed by the majority of those who continue to watch it, the enjoyment indices of 78-79 attained by each of the last three editions is a little short of the enjoyment norm for the 1971-72 series - average index 82.
- This week's program in the 'Sunday At Nine' (9:00-10:00 pm) series was THE DISCOVERERS, a dramatization, by George Salverson and Max Rosenfeld, of the story behind the 1921 discovery of insulin by Drs. Frederic Banting and Charles Best. Very much enjoyed by the great majority of those who watched it, 'The Discoverers' rated an audience enjoyment index of 87 - consistent with the very high levels of enjoyment (indices in the 80-88 range) attained in past seasons by several other drama-documentaries based on Canadian history - 'Two Arctic Tales', 'Was Tom Thomson Murdered', 'And We Were Young' and 'The Magnificent Gift'. At 10 per cent, the audience to 'The Discoverers' was about average for 'Sunday At Nine' dramas this season but less than half as big as last week's audience to 'The Woman I Love', the dramatization of events surrounding the abdication of Edward VIII. Nor is this 10 per cent audience to 'The Discoverers' nearly as big as audiences recorded for most 'Sunday At Nine' programs last year (average for one-occasion dramas, 16 per cent) when the directly opposing CTV program was the relatively small-audience public affairs series, 'W5'. Now the program running in the CTV's Sunday 9:00-10:00 pm slot is the popular crime drama series 'Mannix' which, in the common CBC-CTV coverage area, habitually outrates 'Sunday At Nine' - this week in an audience ratio of just slightly more than 2:1.
- On Wednesday, from 9:00-10:30 pm, the network carried the Norman Campbell-Don Harron music-documentary based on the life of Canadian artist Emily Carr. Produced by Norman Campbell,

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 20-26, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	35	81
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	33	84
CANNON	Mon. 8:30- 9:30	30	84
FLIP WILSON	Tue. 8:30- 9:30	29	77
+ WORLD SERIES BASEBALL	Sun. 12:45- 4:06	29	89
CAROL BURNETT	Thu. 8:00- 9:00	28	79
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	78
ANNA AND THE KING	Sun. 7:30- 8:00	28	79
MARY TYLER MOORE	Tue. 8:00- 8:30	25	81
JULIE ANDREWS	Sun. 8:00- 9:00	25	77
+ WORLD SERIES BASEBALL	Sat. 12:45- 3:29	24	87
THIS IS THE LAW	Mon. 9:30-10:00	18	72
MASH	Fri. 8:00- 8:30	18	78
THE BEACHCOMBERS	Sun. 7:00- 7:30	17	62
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	16	80
TOMMY HUNTER	Fri. 9:00-10:00	14	78
CBC NATIONAL NEWS	S-S 11:00-11:21	13	80
EDGE OF NIGHT	M-Th 3:30- 4:00	10	85
'THE DISCOVERERS' (Drama)	Sun. 9:00-10:00	10	87
INTERVIEW WITH PM PIERRE TRUDEAU	Wed. 10:30-11:00	10	63
CBC WEEKEND	Sun. 10:00-11:00	8	67
'THE WONDER OF IT ALL' (on Emily Carr)	Wed. 9:00-10:30	8	74
FAMILY COURT	M-Th 4:00- 4:30	8	79
BENNY HILL	Wed. 8:00- 9:00	7	63
FREETIME POLITICAL TELECAST (Liberal, Social Credit, NDP and P.C. Party)	Fri. 8:30- 9:00	7	58
INTERVIEW WITH ROBERT STANFIELD	Tue. 10:30-11:00	7	66
INTERVIEW WITH REAL CAQUETTE	Sat. 10:30-11:00	6	66
INTERVIEW WITH DAVID LEWIS	Mon. 10:30-11:00	5	61
'POLITICS CANADA ONTARIO'	Tue. 10:00-10:30	5	61
FREETIME POLITICAL TELECAST (P.C. and Liberal)	Mon. 10:00-10:30	5	60
* TAKE THIRTY	M-F 3:00- 3:30	3	72
COUNTRY CANADA	Sun. 4:30- 5:00	3	\$
♠ MUSIC TO SEE	Sun. 5:00- 5:30	3	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in the West and joined in progress in Manitoba on Friday.

♠ Joined in progress in the Maritimes.

\$ Sample too small for reliable reporting of enjoyment level.

THE WONDER OF IT ALL began with Emily as a middle-aged woman and then switched back and forth in time to show her as a child, a young woman and facing old age. Starring as Emily at the various stages of her life were Cynthia Dale, Catherine McKinnon and Irene Byatt. Unlike the somewhat similar 'flash-back' technique used in last year's 'Jalna' series, these time switches seemed in no way to distract the audience from following the story, only a small minority of viewers finding these time jumps in any way confusing, the great bulk of them feeling that the program had been well and clearly presented. Generally well received by most of those who watched it, the index of audience enjoyment for the audience as a whole was 74 - substantially higher than that recorded two weeks earlier for the U.S.-produced musical 'Of Thee I Sing' (index of enjoyment 65), and certainly far above the enjoyment level recorded in past seasons for such Canadian musicals as 'The Best Of All Possible Worlds' (index 47) and 'Love and Maple Syrup' (index a very low 27). The audience to 'The Wonder Of It All' was not, however, a specially big one - 8 per cent, representing some one million adult and teenage viewers.

- Broadcast on Saturday (12:45-3:29 pm) and Sunday (12:45-4:06 pm) of this week, games six and seven of the 1972 WORLD SERIES BASEBALL playoffs between Oakland and Cincinnati drew audiences of 24 and 29 per cent respectively. This compares very closely to the size of audience attracted to the two final games (also on weekend afternoons) of last year's series between Baltimore and Pittsburgh. Typical of audience reactions to 'World Series' broadcasts in this and past seasons, both of this week's games were very well received with audience enjoyment indices of 87-89.
- MARKETPLACE, the CBC-produced consumer series, this week made its third appearance in the Thursday 10:00-10:30 pm slot on the metronet and on some CBC affiliated stations. The program was again well received by the great majority of its viewers though, at 75, the enjoyment index was not quite as high as the indices (81 and 84 respectively) for the two earlier 'Marketplace' programs. Despite the obvious success of 'Marketplace' in pleasing those who do watch it, the series has so far failed to increase the size of its weekly audience. Indeed, possibly due to a change in CTV opposition this week (a 'Jacques Cousteau' special displaced the regular 'Ghost Story') the 'Marketplace' audience was slightly reduced - to 3 per cent from the 4 per cent level of the two previous programs.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 20-26, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	18	84
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	77
HYMN SING	Sun. 5:30- 6:00	7	85
TELESCOPE (Paul Anka)	Thu. 9:00- 9:30	7	75
BANDWAGON	Thu. 9:30-10:00	4	61
THIS LAND	Thu. 10:30-11:00	4	83
MARKETPLACE	Thu. 10:00-10:30	3	75
TOMMY BANKS	Fri. 10:30-11:00	2	\$
TO SEE OURSELVES ('Chip Off The Old Block')	Fri. 10:00-10:30	2	\$
VIEWPOINT	M-F 11:22-11:29	2	72
SPORTS WEEK	Sat. 3:30- 4:00	2	\$
* REPLAY	Sat. 6:30- 7:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
* † THE GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
# PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
★ DOLLARS AND SENSE	Sun. 4:00- 4:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	83
MAUDE	Thu. 7:30- 8:00	11	82
GET SMART	M-Th 5:30- 6:00	9	78
# NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	75
<u>CTV PROGRAMS</u>			
IRONSIDE	Mon. 10:00-11:00	20	82
+ MANNIX	Sun. 9:00-10:00	19	82
F.B.I.	Fri. 10:00-11:00	18	78
FRIDAY NIGHT MOVIE (McMillan And Wife- 'Blues for Sally M')	Fri. 8:30-10:00	18	79
SONNY AND CHER	Fri. 7:30- 8:30	18	80
MARCUS WELBY, M.D.	Tue. 10:00-11:00	15	84
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	15	79
POLICE SURGEON	Sat. 7:30- 8:00	15	79
+ MEDICAL CENTER	Mon. 8:30- 9:30	14	84
+ PAUL LYNDE	Tue. 7:00- 7:30	13	82
ACADEMY PERFORMANCE ('They Might Be Giants')	Sat. 8:00-10:00	13	60
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	12	76
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	76
+ THE BRADY BUNCH	Fri. 7:00- 7:30	11	81
+ GEORGE	Thu. 7:00- 7:30	11	74
+ DORIS DAY	Mon. 7:00- 7:30	11	78
SEARCH	Tue. 8:00- 9:00	10	79
IAN TYSON	Tue. 9:30-10:00	9	73
+ UNTAMED WORLD	Sun. 5:00- 5:30	8	83
CTV NATIONAL NEWS	S-S 11:00-11:20	8	80
GEORGE KIRBY	Thu. 9:00- 9:30	8	59
ROLLIN'	Mon. 7:30- 8:00	8	79
△ FOOTBALL-CFL (Ottawa at Montreal)	Sun. 2:00- 4:28	8	78
ANYTHING YOU CAN DO	M-F 3:30- 4:00	7	78
ANOTHER WORLD	M-F 3:00- 3:30	7	87
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	65
W5	Sun. 10:00-11:00	6	76
'THE BRITISH EMPIRE' (Part 4)	Sun. 7:30- 8:30	5	82
□ FOOTBALL-CFL (Regina at Edmonton)	Sun. 2:00- 4:30	5	83
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	85
WIDE WORLD OF SPORTS	Sat. 4:30- 5:30	4	76
+ SPORTS BEAT '72	Wed. 10:30-11:00	3	\$
FREETIME POLITICAL TELECAST (Liberal and P.C.)	Tue. 7:30- 8:00	3	\$
SOMERSET	M-Th 2:30- 3:00	2	84
★ THE CANADIAN INTERNATIONAL CHAMPIONSHIP STAKES	Sun. 4:30- 5:00	2	\$
CANADA A.M.	M-F 7:00- 8:30	2	\$
FREETIME POLITICAL TELECAST (Liberal and NDP)	Sat. 5:30- 6:00	1	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

† Pre-empted on Thursday.

* Pre-empted in some areas on Friday.

★ Joined in progress at 4:07 pm in Quebec and Ontario.

△ Not carried (on this day and at this time) on all CTV stations.

△ Eastern network only. Telecast live.

□ Western network only. Telecast live.

* Telecast "Live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

\$ Sample too small for reliable reporting of enjoyment level.

- THIS LAND, the CBC's natural resources series, this week made its season debut - on this occasion only in the Thursday 10:30-11:00 pm slot and carried by all metronet stations and by some CBC affiliates. The audience, both nationally and within the CBC metronet area where the program was fully available, was 4 per cent - slightly bigger than the usual metronet-area audience to the pre-empted 'Encounter'. This opening program, which looked at the various regions of Canada through the eyes of an old man, also included a special tribute to the late John Hopkins who at the time of his death had been host of 'This Land'. Characteristic of the series in general, this week's program was very well received by those who watched it, audience enjoyment index 83. (Next week, 'This Land' returns to the Wednesday, 8:00-8:30 pm slot that it occupied last season and will have its usual full network exposure.)
- The size of the audience to the season's fourth edition of WEEKEND (Sunday 10:00-11:00 pm) was 8 per cent, both nationally and within the common CBC-CTV coverage area where the program ran directly against the CTV network's 'W5'. At the national level, this is about the same size of audience that the series had at this time last year but slightly below the average 'Weekend' audience of both this season (to date) and last season (9-10 per cent). And, with 'W5' slightly increasing its audience over the last few weeks, the fairly substantial audience lead of 7:5 that 'Weekend' has had over the CTV current affairs series so far this season was this week reduced to a very marginal 8:7.

With an index of audience enjoyment of 76, 'W5' this week was also the more enjoyed of these two opposing current event series, 'Weekend's' index of 67 being much below the indices of 78-79 attained by two of the three previous 'Weekend' programs this season and also below average (70) for the series last season. The content of Sunday's 'Weekend': an interview with Manpower and Immigration Minister Bryce Mackasey on the subject of Canadian immigration policy; a telephone conversation with Prime Minister Trudeau; comment by former Liberal MP Pauline Jewett on her recent switch to the NDP Party and on the current federal election campaign; and an extensive look at electioneering in Southern Ontario.

- On Tuesday at 10:00-10:30 pm, the last of five pre-election programs on regional politics drew an audience of about the same size (5 per cent) as those attracted to previous programs in this series. This week's program, carrying the sparkling title POLITICS CANADA ONTARIO, focused on the campaigns of three women candidates in widely separated areas of the province.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 20-26, 1972

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 20th	7:00- 7:30	Local Programming	12	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	19	SONNY AND CHER
	8:00- 8:30	MASH	17	
	8:30- 9:00	FREETIME POLITICAL TELECAST	7	
	9:00- 9:30		19	FRIDAY NIGHT MOVIE (McMillan and Wife-'Blues For Sally M')
	9:30-10:00	TOMMY HUNTER	12	
	10:00-10:30 10:30-11:00	Not Complete Network	19	F.B.I.
SUN 22nd	7:00- 7:30	THE BEACHCOMBERS	16	Not Complete Network
	7:30- 8:00	ANNA AND THE KING	27	
	8:00- 8:30	JULIE ANDREWS	25	'THE BRITISH EMPIRE'
	8:30- 9:00			Not Complete Network
	9:00- 9:30	'THE DISCOVERERS' (Drama)	9	+ MANNIX
	9:30-10:00		20	
	10:00-10:30 10:30-11:00	CBC WEEKEND	8	W5
MON 23rd	7:00- 7:30	Local Programming	12	+ DORIS DAY
	7:30- 8:00	Not Complete Network	9	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	27	Local Programming
	8:30- 9:00	CANNON	29	+ MEDICAL CENTER
	9:00- 9:30		15	
	9:30-10:00	THIS IS THE LAW	17	13
	10:00-10:30 10:30-11:00	FREETIME POLITICAL TELECAST INTERVIEW WITH DAVID LEWIS	5 5	22
TUE 24th	7:00- 7:30	Local Programming	14	+ PAUL LYNDE
	7:30- 8:00		3	FREETIME POLITICAL TELECAST
	8:00- 8:30	MARY TYLER MOORE	25	11
	8:30- 9:00	FLIP WILSON	29	SEARCH
	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	16	10
	10:00-10:30 10:30-11:00	'POLITICS CANADA ONTARIO' INTERVIEW WITH ROBERT STANFIELD	5 7	16
THU 26th	7:00- 7:30	Local Programming	12	+ GEORGE
	7:30- 8:00	Not Complete Network	#	'YOU'RE ELECTED CHARLIE BROWN'
	8:00- 8:30	CAROL BURNETT	27	13
	8:30- 9:00			+ THE STREETS OF SAN FRANCISCO
	9:00- 9:30		9	GEORGE KIRBY
	9:30-10:00		7	HERE COMES THE SEVENTIES
	10:00-10:30 10:30-11:00	Not Complete Network	#	THE UNDERSEA WORLD OF JACQUES COUSTEAU
S - S	11:00-11:20	CBC NEWS	12	9
				CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

The index of audience enjoyment was 61 as against indices of 60, 62, 67 and 56 for the earlier reports on (respectively) the Atlantic region, the Prairies, British Columbia and Quebec.

- With the federal election only a few days away, the network this week, under the title ELECTION '72-LEADERS AND ISSUES, presented a series of four half-hour interviews, one with each of the national political party leaders. Expatriate political analyst Robert McKenzie talked on Saturday evening at 10:30-11:00 pm with Mr. Caouette and at the same hour on Monday evening with Mr. Lewis, on Thursday evening with Mr. Stanfield and on Wednesday evening with Mr. Trudeau.

The final interview, with Mr. Trudeau, was directly opposed on the CTV network by one of the less popular of the private network's programs, 'Sports Beat'. Whether because of this, or for some other reason, this was the interview to draw the biggest audience of the four - 10 per cent, representing some 1.2 million viewers. In contrast, the Lewis interview (which ran directly against CTV's top rated show 'Ironside'), the Caouette interview which ran against various popular U.S. drama and comedy series on different CTV stations) and the Stanfield interview (which was directly opposed by CTV's still popular 'Marcus Welby') drew much smaller audiences of 5, 6 and 7 per cent respectively.

Perhaps even more revealing than the consistently low levels of audience enjoyment - all in the index 61-66 range - were the clear indications of how little information people felt they had picked up from these interviews that was new to them - this in response to the standard-scale question that asked viewers of the four programs how much they felt that had learned from it that they hadn't known before. Here again, it may be added, there was little discrimination between the four interviews, none of them being felt to be very much more informative than any of the others, though with the Trudeau interview eliciting a slightly more 'extreme negative' response than the other three in this regard - 24 per cent of viewers felt they had learned nothing new from the Trudeau interview as against 13, 15 and 18 per cent so responding to the Lewis, Caouette and Stanfield programs.

- This week's TELESCOPE (Thursday 9:00-9:30 pm on the metronet and some affiliate stations) profiled the career of Canadian-born singer-composer Paul Anka. The audience was just slightly above average for 'Telescope' programs this season - 7 per cent nationally,

8 per cent within the CBC metronet area where the program was fully available. Rated at the extreme (favourable) end of the enjoyment scale (as a program that they had "enjoyed very much") by about half of those who watched it, 'His Name Is Paul Anka' had an index of enjoyment of 75 - consistent with the fairly high level of audience enjoyment that the 'Telescope' series has been maintaining this season, and well above the 1971-72 'Telescope' enjoyment norm of 69. The audience record to date for the current series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 14	A tour of the Vancouver Public Aquarium	6	83
Sept. 21	A tour of Nashville with country music fans	6	70
Sept. 28	Pre-empted		
Oct. 5	A visit to the Royal Ontario Museum	4	74
Oct. 12	Profile of retired businessman-financier E.P. Taylor	7	79
Oct. 19	Pre-empted		
Oct. 26	Profile of singer-composer Paul Anka	7	75

- The TAKE THIRTY series (weekdays, 3:00-3:30 pm) again this week was only moderately well received by those who watched it, the average index for its five programs being 72. This represents a significant decline in viewer enjoyment of the series from the 1971-72 season when 'Take Thirty' frequently had an average weekly index in the high 70's or low 80's and rated an average index of 76 for the season as a whole. With the average day audience also remaining slightly smaller this season than last (3 as against 4 per cent), only two of this week's five 'Take Thirty' programs drew quite enough viewers to provide a reliable indication of viewer reactions. These were the Monday interview with British photographer Sir Cecil Beaton (index 73) and Wednesday's program on champagne and other wines (74). The three remaining editions included: on Friday a report on the recent mysterious disappearance of 14-year-old Ingrid Bauer of Kleinburg, Ontario; on Tuesday an examination of the youth vote in the upcoming federal election and on Thursday a discussion of "election fever" in Canada.

- Wednesday marked the full network debut of the British BENNY HILL SHOW. Broadcast this first week in the 8:00-9:00 pm slot, the opening show drew a 7 per cent audience and rated an enjoyment index of 63. Among comedy-variety series on the CBC network this latter rating compares with an average index of enjoyment this season of 78 for 'Carol Burnett', 78 for 'Flip Wilson', and 53 for the 'Al Hamel Comedy Bag'. (As from next week 'The Benny Hill Show' will run half-an-hour later in the Wednesday 8:30-9:30- pm slot.)
- Then on Friday at 10:00-10:30 pm, on the metronet and some affiliate stations, the drama series TO SEE OURSELVES this week presented an adaptation of the Wallace Stegner play 'Chip Off The Old Block'. Set in rural Saskatchewan during the 1918 flu epidemic, it dealt with a young boy's dilemma over a carload of illegal 'moonshine'. As in previous weeks, the small (2 per cent) audience involved too few respondents to provide a reliable indication of the extent to which those who had watched this week's 'To See Ourselves' drama had enjoyed it.

A CBC RESEARCH REPORT

TV/72/35

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: OCTOBER 27-NOVEMBER 2, 1972

THIS WEEK

Special programming this week relating to the October 30 federal election included a final set of 'Freetime Political Telecasts'; a pre-election review 'The Sixty Billion Dollar Choice'; the election night-broadcast itself; post-election press conferences, one addressed by Progressive Conservative leader Robert Stanfield, another by Prime Minister Trudeau. No audience data is available for either of these two late-scheduled press conferences, nor for a 'Juliette Special' which ran on CBC metronet stations. Other special programs included 'The Muppets Musicians of Bremen', an NFB documentary 'People Of The Seal' and a 'U.S. Pre-election Special'.

The many regular CBC programs pre-empted throughout the country this week included 'Mash', 'Tommy Hunter', 'The Beachcombers', 'Anna And The King', 'The Irish Rovers', 'The Partridge Family', 'Cannon', 'This Is The Law', 'Mary Tyler Moore', 'Front Page Challenge', 'Maude', 'Carol Burnett', 'Encounter', and one edition of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Friday this week, in the 8:00-8:30 pm slot, the network carried the last in a series of pre-election FREETIME POLITICAL TELECASTS. This one, separate segments of which were given over to each of the four party leaders, drew a 9 per cent audience, representing some 1.1 million viewers aged 12-plus. Of these, about 1 million were potential voters aged 18 and over. While this rates as the biggest audience of this 'freetime' series, it is still, having regard to the imminence of polling day, a fairly small audience for this final 'talk to the nation' by the four party leaders. It is also, incidentally, an audience about half the size of the usual audience at this time on Friday evening to 'Mash', the U.S.-produced comedy show pre-empted on this occasion.

Lacking sufficient lead time to make the necessary revisions in our survey procedures, we were not able to elicit viewer reactions to the individual segments of these programs allocated to the different parties. In general, however, the indications are that the audience as a whole was not particularly enthused about this 'freetime' series, indices of audience enjoyment for individual half-hour programs all falling in the close 58-65 range - average index for the seven programs on which data is available, 61. The record:

<u>DAY/DATE</u>	<u>TIME</u>	<u>SPEAKERS</u>	<u>PER CENT INDEX OF VIEWING ENJOYMENT</u>	
Mon.Oct. 2	8:00- 8:30	Trudeau; Stanfield;No Data....	
Tue.Oct. 3	9:30-10:00	Caouette; Stanfield; Trudeau; Lewis.	7	59
Mon.Oct. 9	10:30-11:00	Trudeau; Caouette; Lewis.	5	65
Tue.Oct.10	8:00- 8:30	Trudeau-Jim Fleming; Stanfield-Peter Reilly, John Fraser.	6	60
Mon.Oct.16	10:30-11:00	Stanfield; Lewis; Trudeau.	6	61
Fri.Oct.20	8:30- 9:00	Trudeau; Caouette; Lewis; Stanfield.	7	58
Mon.Oct.23	10:00-10:30	Stanfield-Peter Reilly John Fraser; Trudeau. Lester Pearson	5	60
Fri.Oct.27	8:00- 8:30	Trudeau; Stanfield; Lewis; Caouette.	9	62

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: OCTOBER 27-NOVEMBER 2, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
# 'POLITICS CANADA, THE DECISION (Election results)	Mon. 7:00- 2:21	44	77
# HOCKEY NIGHT IN CANADA	Sat. 8:00-10:30	35	80
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	34	85
ALL IN THE FAMILY	Fri. 8:30- 9:00	28	90
* FLIP WILSON	Tue. 8:30- 9:30	26	76
JULIE ANDREWS	Sun. 8:00- 9:00	25	76
'THE MUPPET MUSICIANS OF BREMEN'	Sun. 7:00- 8:00	20	78
'PEOPLE OF THE SEAL' (NFB)	Wed. 9:30-10:30	14	87
★ * CBC NATIONAL NEWS	S-S 11:00-11:20	12	81
BENNY HILL	Wed. 8:30- 9:30	11	70
EDGE OF NIGHT	M-F 3:30- 4:00	11	87
+ 'FRIENDS' (Drama)	Sun. 9:00-10:00	9	70
FAMILY COURT	M-F 4:00- 4:30	9	80
FREETIME POLITICAL TELECAST (Liberal, P.C., NDP and Social Credit)	Fri. 8:00- 8:30	9	62
CBC WEEKEND	Sun. 10:00-11:00	8	68
# ♠ COUNTRYTIME	Sat. 10:30-11:00	8	82
# FOOTBALL - NFL (Minnesota at Green Bay)	Sun. 2:00- 4:30	7	76
△ FOOTBALL - CFL (Ottawa at Toronto)	Sat. 2:00- 4:45	7	83
'THE SIXTY BILLION DOLLAR CHOICE' (Election Special)	Fri. 9:00-10:00	7	72
THIS LAND	Wed. 8:00- 8:30	6	83
□ FOOTBALL - CFL (Vancouver at Calgary)	Sat. 8:30-10:40	6	70
U.S. PRE-ELECTION SPECIAL	Wed. 10:30-11:00	5	57
TUESDAY NIGHT (Federal Election)	Tue. 10:00-11:00	4	73
TAKE THIRTY	M-F 3:00- 3:30	3	72
* MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
SPORTS WEEK	Sun. 4:31- 5:00	1	\$

Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

★ Broadcast at 12:50-1:00 am EST on Monday.

+ Not telecast in the Maritimes.

♠ Pre-empted in the West; joined in progress at 10:37 pm in the Montreal Region.

△ Eastern network only. Telecast live.

□ Western network only. Telecast live. Joined in progress.

\$ Sample too small for reliable reporting of enjoyment level.

- Following this (on Friday at 9:00-10:00 pm), as a wrap-up to a series of five 'Politics Canada' programs covering the election campaign in different regions of the country, the network this week presented THE SIXTY BILLION DOLLAR CHOICE, an eve-of-election political review. Hosted by Lloyd Robertson, and with national and regional contributions from CBC staff reporters across the country, the program included a report and discussion of the results of a recent CBC Research survey of public attitudes to various election issues. Here again the audience was quite a small one - 7 per cent, representing just under 900,000 viewers, less than half the normal audience to the pre-empted 'Tommy Hunter'. While 'The Sixty Billion Dollar Choice' had a more generally favourable reception (index of enjoyment 72) than any of the five earlier 'Politics Canada' programs (indices of enjoyment all in the 56-67 range), there are indications that many who watched the program did not find it particularly informative. This was deduced from responses to standard-scale questioning which indicated that more than half (about 55 per cent) of those who had watched the program felt that they knew "little more" or "no more" about the subjects discussed than they had known before - a much more negative reaction than is usual to an information program.

- As was to be expected, the biggest audience draw of the week was the election night broadcast itself. On the evening of Monday, October 30, from 7:00 pm to 2:20 am EST, the CBC's POLITICS CANADA - THE DECISION attracted a cumulative audience of 44 per cent during the course of the evening - some 5.7 million adult and teenage viewers watching at least some part of the coverage. In the common CBC-CTV reception area where the CBC and CTV networks' election coverage ran directly opposite each other, substantially more people chose to watch a CBC than a CTV station, the overall audience ratio between the two network's being about 4:3 in the CBC's favour. Audience reaction to both networks' election programming was generally favourable, the CBC coverage rating an overall index of audience enjoyment of 77, the CTV coverage 75.

Of more relevance, perhaps, than the overall level of audience enjoyment was the extent to which the CBC and CTV networks' programs were felt by their respective audiences to have provided clear, concise coverage of the election results. On this score the CBC had a definite edge, a substantially greater proportion of its audience feeling that the election results had been presented rapidly, yet at the same time clearly and in a manner that had been easy to follow. Also highly praised was the "clear", "calm" and "well organized" contribution of CBC anchorman Lloyd Robertson who was rated by the vast majority of viewers as having done a specially good job. (A

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: OCTOBER 27-NOVEMBER 2, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* HYMN SING	Sun. 5:30- 6:00	9	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	79
* TELESCOPE (Author James H. Gray)	Thu. 9:30-10:00	4	84
TO SEE OURSELVES ('The Happiest Man In The World')	Fri. 10:00-10:30	3	\$
* MARKETPLACE	Thu. 10:30-11:00	3	\$
* BANDWAGON (Repeat)	Thu. 10:00-10:30	3	\$
VIEWPOINT	Tu-F 11:22-11:29	2	75
± ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	2	\$
± UPDATE	Sat. 6:00- 6:30	2	\$
TOMMY BANKS	Fri. 10:30-11:00	2	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	2	\$
PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
± REPLAY	Sat. 6:30- 7:00	1	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
± SPORTS WEEK	Sat. 4:30- 5:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	83
* ± GET SMART	M-F 5:30- 6:00	9	79
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	83
<u>CTV PROGRAMS</u>			
<input type="checkbox"/> HOCKEY - NHL	Wed. 8:00-10:30	30	84
<input type="checkbox"/> 'MANDATE '72' (Election results)	Mon. 7:00- 1:20 am	28	75
SONNY AND CHER	Fri. 7:30- 8:30	18	77
+ MANNIX	Sun. 9:00-10:00	17	80
MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	85
F.B.I.	Fri. 10:00-11:00	16	79
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	16	80
ACADEMY PERFORMANCE ('Change Of Habit')	Sat. 8:00-10:00	15	83
FRIDAY NIGHT MOVIE (Hec Ramsey - 'Hang- man's Wages')	Fri. 8:30-10:00	14	77
POLICE SURGEON	Sat. 7:30- 8:00	14	76
<input type="checkbox"/> △ FOOTBALL - CFL (Montreal at Regina)	Sun. 3:00- 5:31	14	70
+ THE BRADY BUNCH	Fri. 7:00- 7:30	13	82
+ GHOST STORY	Thu. 10:00-11:00	13	81
* + PAUL LYNDE	Tue. 7:00- 7:30	13	80
* + GEORGE	Thu. 7:00- 7:30	11	73
* + LITTLE PEOPLE	Thu. 7:30- 8:00	10	81
IAN TYSON	Tue. 9:30-10:00	10	75
'THE BRITISH EMPIRE' (Part 5)	Sun. 7:30- 8:30	8	74
# CTV NATIONAL NEWS	S-S 11:00-11:20	8	80
ANOTHER WORLD	M-F 3:00- 3:30	8	88
ANYTHING YOU CAN DO	M-F 3:30- 4:00	7	78
* GEORGE KIRBY	Thu. 9:00- 9:30	7	69
* HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	74
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	83
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	82
* + HEADLINE HUNTERS	Tue. 7:30- 8:00	6	71
+ UNTAMED WORLD	Sun. 5:00- 5:30	5	87
+ SPORTS BEAT '72	Wed. 10:30-11:00	4	71
SOMERSET	M-F 2:30- 3:00	3	85
CANADA A.M.	M-F 7:00- 8:30	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

± Pre-empted in some areas (in the case of multi-day programs, on one more occasions).

± Broadcast at 4:46-5:00 pm in Quebec and Ontario.

☐ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

Pre-empted on Monday.

\$ Sample too small for reliable reporting of enjoyment level.

more detailed report of audience reactions to the CBC and CTV election night broadcasts and on-camera personnel involved is being separately reported.)

- In the Sunday 7:00-8:00 pm slot normally occupied by 'The Beachcombers' and 'Anna And The King', the network this week presented its third 'special' in recent years to star the Jim Henson puppet creations 'The Muppets'. This program, THE MUPPET MUSICIANS OF BREMEN, was a musical tale of the travels of four cast-off animal musicians in search of a new family. In addition to a presumably large but unknown number of viewers under the age of 12, the broadcast drew an adult-teenage audience of 20 per cent. This is about the same size of audience that watched the 'Muppets' version of 'The Frog Prince' when it ran in this same Sunday slot on May 9 1971, and is several percentage points bigger than the peak audience recorded this season for one of this week's two pre-empted programs, 'The Beachcombers'. This 'Muppets' audience was, however, significantly smaller than the 26-28 per cent audiences that have been attracted to recent 'Anna And The King' broadcasts - at 7:30 pm on Sundays. Unlike the two earlier 'Muppets' programs, 'Hey Cinderella' and 'The Frog Prince', each of which was more enjoyed by the teenage section of their audiences than by adult viewers, this week's 'Muppets' show was equally well received by younger and older viewers alike; the index of enjoyment for the adult-teenage audience as a whole was 78 - about the same level of audience enjoyment as for 'The Frog Prince' and a significantly higher level than that attained by 'Hey Cinderella'.
- This week's 'Sunday At Nine' (9:00-10:00 pm) was FRIENDS a drama by Pim Pemberton about a naive small-town girl who, in her freshman year at a big city university, is befriended by two sophisticated students with whom she shares an apartment. Starring were Gail Malenfant, Trudy Young, and Stuart Gillard. Broadcast in all areas except the Atlantic provinces, the program drew a 9 per cent audience - slightly below average for the 'Sunday At Nine' drama series this year and just over half the size of the audiences to most one-occasion 'Sunday At Nine' plays last season when CTV opposition was 'W5' rather than (as currently) 'Mannix'. Within the common CBC-CTV coverage area, the latter this week outdrew 'Friends' in an audience ratio of 2 to 1.

By CBC-drama standards, 'Friends' was very well received by those who watched it. At 70, its index of enjoyment was just short of the peak index for this season's 'Sunday At Nine' series - the index of 73 for Grahame Wood's 'Strike' - and

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: OCTOBER 27-NOVEMBER 2, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 27th	7:00- 7:30	Local Programming			14	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network			18	SONNY AND CHER
	8:00- 8:30	FREETIME POLITICAL TELECAST	8			
	8:30- 9:00	ALL IN THE FAMILY		27	15	FRIDAY NIGHT MOVIE (Hec Ramsey - 'Hangman's Wages')
	9:00- 9:30	'THE SIXTY BILLION DOLLAR CHOICE' (Federal Election)		7		
	9:30-10:00					
	10:00-10:30	Not Complete Network			17	F.B.I.
	10:30-11:00					
SUN 29th	7:00- 7:30	'THE MUPPET MUSICIANS OF BREMEN'		20	Not Complete Network	
	7:30- 8:00				8	'THE BRITISH EMPIRE'
	8:00- 8:30	JULIE ANDREWS		25		
	8:30- 9:00					
	9:00- 9:30	JULIE ANDREWS		8	18	+ MANNIX
	9:30-10:00					
	10:00-10:30	CBC WEEKEND		8	#	'MANDATE '72-THE CAMPAIGN'
	10:30-11:00					
MON 30th	7:00- 1:00am	JULIE ANDREWS		43	30	<input type="checkbox"/> 'MANDATE '72' (Election results)
S-S	11:00-11:20	* CBC NEWS		10	9	<input type="checkbox"/> CTV NEWS

‡ Pre-empted in the Maritimes.

* Broadcast live at 7:00-2:21 am EST.

□ Broadcast live at 7:00-1:20 am EST.

* Re-scheduled in Manitoba and Saskatchewan on Saturday; Broadcast at 12:50-1:00 am EST on Monday.

△ Pre-empted on Monday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday, Wednesday and Thursday data in this table.

much above the average index of 59 for non-serial dramas presented in the 'Sunday At Nine' slot last season. Those who watched 'Friends' had much praise for the acting, particularly that of Gail Malenfant in her role as 'Charlie', and for what many felt to be the realism of the plot and its relevance to today's society - as experience has long shown, an almost essential ingredient of any CBC drama that is expected to catch and retain the interest of those who watch it.

- Despite a change in CTV opposition - the regular 'W5' series was displaced by a U.S. pre-election special - the Sunday (10:00-11:00 pm) WEEKEND series drew the same size of audience this week as it did last - at 8 per cent, slightly below average for 'Weekend' both this season and last, and significantly smaller than the peak audiences in the 10-12 per cent range that the series has attracted on several occasions over these two seasons. Sunday's broadcast rated an audience enjoyment index of 68 - far short of the peak indices of 78-79 attained by the opening and third editions of 'Weekend' this season, on a par with this season's other two 'Weekend' programs (both indices 67), and slightly below last season's enjoyment norm of 70 for the 'Weekend' series. The program content this week: a report on a union-management dispute at a New Brunswick sardine cannery; a discussion of the racial situation in South Africa with Rev. Gonville French-Baytagh, the Anglican Dean of Johannesburg; an interview with strip-tease instructor Lori Lane; a report on the growing popularity of helicopter moose hunts in Northern Ontario; and a talk with successful French-Canadian singer Robert Charlebois. There were also two short comic segments - in one of these Max Ferguson provided the voices of current political leaders to match shots of barnyard poultry, in the other 'Fred Dobbs' presented his platform for Mayor of Toronto.
- Returning after a three-week pre-emption by special programming TUESDAY NIGHT (10:00-11:00 pm) this week presented a post-election broadcast titled '109/108' - indicating the standing of PC to Liberal seats in the House immediately following Monday's federal election count. Hosted by Lloyd Robertson and Ron Collister and with contributions from CBC reporters David Halton and Don McNeill, the program had various political figures give their views on the currently confused federal political situation. The audience was 4 per cent - the smallest for a 'Tuesday Night' program this season (previous range 5-6 per cent) and just over half the size of the average audience to 'Tuesday Night' last season. With most of those who watched '109/108' rating it as a clearly presented and worthwhile, though not particularly informative broadcast, the

index of enjoyment was 73 - some 5 points below average for the three preceding 'Tuesday Night' programs this season but about average for the series in 1971-72.

- Returning to the same Wednesday (8:00-8:30 pm) slot that it occupied last season, THIS LAND this week drew a 6 per cent audience to its second program of the current series. This is slightly smaller than audiences to early-season 'This Land' programs last year (7-8 per cent) and only half as big as the peak 1971-72 series' audiences of 11-12 per cent. Titled 'A Cry Of Whales', Wednesday's program looked at the survival of this largest of all mammals, at the whale industry, and at present whale-hunting regulations. It also featured comment by author-conservationist Farley Mowat and (from the 'Conference on the Human Environment' in Sweden) by Canadian Minister of the Environment, Jack Davis. Maintaining the high level of audience enjoyment attained by most 'This Land' programs in past seasons, this one rated an index of enjoyment of 83.
- Making its first appearance in the Wednesday 8:00-9:00 pm slot that it will occupy for the duration of the series, the British-produced, comedy-variety BENNY HILL SHOW this week drew an 11 per cent audience - half as big again as the audience that watched the debut program half an hour earlier last Wednesday. There was also a marked increase this week in the level of audience enjoyment, this second 'Benny Hill' program (with Henry McGee, Eire Heath and 'The Ladybirds') rating an index of audience enjoyment of 70 as against an index of just 63 for last week's show.
- Then at 9:30-10:30 pm on Wednesday the network carried the second of two NFB productions titled PEOPLE OF THE SEAL, on the life of the Netsilik Eskimos of Pelly Bay. (The first of these two programs, dealing with the summer existence of these northern people, was shown after the close of last season's panel operation, on May 3, 1972). This week's program portrayed the Netsilik's past and present means of survival during the long winter in what is one of the world's harshest environments. Like the many documentaries in past seasons that have dealt with a people whose way of life was unfamiliar to many in the TV audience, 'People Of The Seal' was much appreciated by many viewers who felt that the program had given them the opportunity to learn something about these northern Canadians. As a result, in addition to being rated as a very clearly presented and highly worthwhile piece of television journalism, the documentary emerged as a specially informative experience.

Indeed, almost 9 out of every 10 viewers indicated that they had learned either "a lot" or "quite a bit" from the program that they hadn't known before. The resultant index of audience enjoyment was a very high 87. The size of the audience, at 14 per cent, was almost twice as big as the previous week's audience to the 90-minute 'Wednesday Night' special on Emily Carr.

- Immediately following this, at 10:30-11:00 pm, an audience about one-third this size (5 per cent) was attracted to a U.S. PRE-ELECTION SPECIAL, hosted by CBC Washington correspondent Don McNeill, which highlighted the latest developments in the Nixon and McGovern presidential campaigns. This was another program which many viewers felt had told them little or nothing that they hadn't known before: it rated a low overall enjoyment index of 57.

- Both TELESCOPE and THE MARKETPLACE this Thursday ran in the West in their respective regular 9:00-9:30 pm and 10:00-10:30 pm slots, but, due to network coverage of the Prime Minister's press conference, were carried somewhat later in the East. Broadcast as usual on the metronet and some CBC affiliate stations, each of these two series drew a slightly-below-average audience this week. The 'Telescope' program, 'A View To The West', had James H. Gray, author of several widely-read books on the Canadian West, tell of his early years on the Prairies. The audience was 4 per cent, the index of enjoyment 84 - one of the highest recorded for a 'Telescope' program over these past few seasons and well above the current series' average audience enjoyment index of 76. The 'Marketplace' audience of 3 per cent this week involved too few panel members to allow calculation of a reliable index of enjoyment for the program.

A CBC RESEARCH REPORT

TV/72/36

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 3-9, 1972

THIS WEEK

Special programming on the network this week included live coverage of the U.S. Presidential Election returns, a 'Jackson Five' musical show, the documentary 'The Sorrow and The Pity' and a late-night review of the launching earlier in the day of the Anik I communications satellite. The week also saw the season debut of 'The Nature of Things'. Due to late changes in scheduling, no audience information is available this week for the regular 'Mary Tyler Moore', 'Front Page Challenge', and 'NFL Football' programs, or for a special CBC News Report which interrupted the lengthy 'Sorrow and The Pity' broadcast.

Regular network programs pre-empted throughout the country this week included 'Anna And The King', 'Flip Wilson', 'Tuesday Night', 'Singalong Jubilee', 'This Land', 'Benny Hill', and two editions of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's 'Sunday At Nine' (9:00-10:00 pm) was RAP CITY, an autobiographical drama by ex-convict Tony Sheer. With Sheer himself in the lead role, the play told of a young thief's return to a life of crime upon his release from jail. On the whole, audience reaction to the play was not particularly favourable. Though there was much praise for the quality of the acting and for the "real life" authenticity of the story, many viewers objected to the crime and violence that it portrayed. The resultant index of audience enjoyment was 59 - about average for one-occasion dramas presented in the 'Sunday At Nine' series last season, but much below the indices of 73 and 70 attained by this season's most enjoyed 'Sunday At Nine' fiction dramas - Grahame Woods 'Strike' and Prim Pemberton's 'Friends' - and far short of the peak index of 87 attained by the Salverson/Rosenthal drama-documentary, 'The Discoverers'. The audience to this week's play was 12 per cent - just slightly above average for the current 'Sunday At Nine' drama series, but short of the 16 per cent average for one-occasion 'Sunday At Nine' drama last season.
- On Sunday at 10:00-11:00 pm, WEEKEND's audience this week was 11 per cent - up 3 percentage points from the audience level of the two preceding weeks, and slightly above average for the series, both this season and last. In the common CBC-CTV coverage area, where 'Weekend' is directly opposed this season by the private network's 'W5', the CBC program this week increased its audience lead over the CTV show to a substantial 5:3 ratio. The longest single item in Sunday's 'Weekend' program was a profile of former Prime Minister John Diefenbaker. Other segments included man-on-the-street comments on the results of the recent federal election; a talk with a New York artist; a tongue-in-cheek account of how Canadian waterways could be diverted to the U.S. to relieve that country's shortage; and a factual report on proposed projects which would indeed divert Canadian water to the U.S. The index of audience enjoyment was 73 - about average for 'Weekend' this season and slightly above average for last season.

TABLE 1 PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 3-9, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	36	86
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:48	35	83
ALL IN THE FAMILY	Fri. 8:30- 9:00	32	87
CANNON	Mon. 8:30- 9:30	32	85
CAROL BURNETT	Thu. 8:00- 9:00	29	75
JULIE ANDREWS	Sun. 8:00- 9:00	28	72
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	27	81
+ U.S. ELECTION COVERAGE	Tue. 8:00-10:00	24	51
'THE JACKSON 5 SHOW'	Sun. 7:30- 8:00	24	72
MASH	Fri. 8:00- 8:30	18	79
THE BEACHCOMBERS	Sun. 7:00- 7:30	17	63
THIS IS THE LAW	Mon. 9:30-10:00	16	70
TOMMY HUNTER	Fri. 9:00-10:00	16	80
+ FOOTBALL - CFL (Winnipeg at Ottawa)	Sat. 2:00- 4:33	13	76
† CBC NATIONAL NEWS	S-S 11:00-11:21	13	80
EDGE OF NIGHT	M-F 3:30- 4:00	12	86
'RAP CITY' (Drama)	Sun. 9:00-10:00	12	59
THE NATURE OF THINGS ('Vanishing Peoples: Lacandonas')	Mon. 10:00-11:00	11	81
CBC WEEKEND	Sun. 10:00-11:00	11	73
+ ‡ COUNTRYTIME	Sat. 10:49-11:00	10	74
FAMILY COURT	M-F 4:00- 4:30	9	78
TAKE THIRTY	M-F 3:00- 3:30	4	78
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
★ COUNTRY CANADA	Sun. 4:30- 5:00	3	\$
SPORTS WEEK	Sun. 3:49- 4:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

† Broadcast on 'Available' basis at 12:07-12:25 am on Wednesday.

‡ Broadcast in the Toronto Region at 10:33-11:00 pm; joined in progress at 10:49 nationally.

★ Re-scheduled in the Maritimes.

\$ Sample too small for reliable reporting of enjoyment level.

- On Thursday at 10:00-10:30 pm, on the metronet and some affiliated stations, this week's 4 per cent audience for THE MARKETPLACE was consistent with the 3-4 per cent audience level that the program has maintained in the five weeks since it first came on the air. The series also continues to be very well received by those who watch it, this week's index of enjoyment of 86 giving 'The Marketplace' a high average index of 82 for the four programs on which this information is available.
- THE NATURE OF THINGS returned to the network this week (on Monday at 10:00-11:00 pm) with 'The Lacandonese', a program on the life, work and religious practices of a primitive South American tribe. This was the second program in a continuing series of hour-long documentaries under the general title of 'Vanishing Peoples', the first of which, last season, dealt with another South American tribe, the Yanomami. While both these programs were equally well received by those who watched them (index of enjoyment, in each case, a high 81), the audience to this week's program, at 11 per cent, was less than half the size of the exceptionally big 26 per cent audience to the 'Yanomami', broadcast in this same Monday evening slot last January 31, but about average for 'The Nature Of Things' at this time (early November) last season.
- With an average index of 78 for its five programs, TAKE THIRTY (weekdays 3:00-3:30 pm) this week had its most favourable audience reception to date this season. The Tuesday, Wednesday and Thursday editions each rated an enjoyment index in the high 80-82 range. These were: parts one and two of a report on the University of Kentucky's experimental program which provides free courses to qualified senior citizens and, on Thursday, a discussion of health foods with nutritionist-author Adele Davis. Neither the Friday talk with newly-elected Progressive Conservative M.P. Flora Macdonald nor the Monday interview with poet-novelist Margaret Atwood had an audience involving a sufficient number of panel members to provide a reliable indication of how much it was enjoyed by those who watched. 'Take Thirty' this week had an average day audience of 4 per cent, a cumulative five-day audience of 8 per cent.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 5-9, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	19	84
'THE SORROW AND THE PITY'	Wed. 7:30-12:05 am	16	51
HYMN SING	Sun. 5:30- 6:00	9	86
TELESCOPE (Journalist Henry Morgan)	Thu. 9:00- 9:30	6	72
THE MARKETPLACE	Thu. 10:00-10:30	4	86
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	47
BANDWAGON	Thu. 9:30-10:00	4	62
TOMMY BANKS	Fri. 10:30-11:00	3	\$
* ENCOUNTER	Thu. 10:30-11:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
* REPLAY	Sat. 6:30- 7:00	3	\$
VIEWPOINT	M Th F 11:22-11:29	3	73
TO SEE OURSELVES ('Winter's Discontent')	Fri. 10:00-10:30	2	\$
'THE LAUNCH OF ANIK 1'	Thu. 11:40-12:00	2	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	2	\$
SPORTS WEEK	Sat. 4:34- 5:00	2	\$
PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	85
MAUDE	Thu. 7:30- 8:00	12	83
* GET SMART	M-F 5:30- 6:00	10	78
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	74
<u>CTV PROGRAMS</u>			
† HOCKEY-NHL	Wed. 8:00-10:35	32	84
+ MANNIX	Sun. 9:00-10:00	19	85
MARCUS WELBY, M.D.	Tue. 10:00-11:00	18	84
FRIDAY NIGHT MOVIE (Columbo-'The Most Crucial Game')	Fri. 8:30-10:00	18	83
SONNY AND CHER	Fri. 7:30- 8:30	18	78
IRONSIDE	Mon. 10:00-11:00	18	86
F.B.I.	Fri. 10:00-11:00	18	81
SEARCH	Tue. 8:00- 9:00	17	72
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	17	80
POLICE SURGEON	Sat. 7:30- 8:00	15	74
+ GHOST STORY	Thu. 10:00-11:00	15	77
+ MEDICAL CENTER	Mon. 8:30- 9:30	15	84
ACADEMY PERFORMANCE ('Magic Carpet')	Sat. 8:00-10:00	14	74
IAN TYSON	Tue. 9:30-10:00	14	69
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	81
THE BRADY BUNCH	Fri. 7:00- 7:30	13	81
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	75
+ DORIS DAY	Mon. 7:00- 7:30	12	80
U.S. ELECTION '72	Tue. 7:00- 8:00	9	52
ROLLIN'	Mon. 7:30- 8:00	8	77
+ UNTAMED WORLD	Sun. 5:00- 5:30	8	79
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	80
ANYTHING YOU CAN DO	M-F 7:30- 8:30	8	76
ANOTHER WORLD	M-F 3:00- 3:30	7	86
△ FOOTBALL - CFL (Toronto at Hamilton)	Sun. 2:00- 4:38	7	84
'THE BRITISH EMPIRE' (Part 6)	Sun. 7:30- 8:30	7	77
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	79
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	82
□ FOOTBALL - CFL (Calgary at Edmonton)	Sun. 2:00- 4:30	6	79
W5	Sun. 10:00-11:00	5	77
* +SPORTS BEAT '72	Wed. 10:38-11:09	5	76
SOMERSET	M-F 2:30- 3:00	3	84
CANADA A.M.	M-F 7:00- 8:30	2	\$

- * Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).
† Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).
+ Not carried (on this day and at this time) on all CTV stations.
△ Eastern network only. Telecast live.
□ Western network only. Telecast live.
\$ Sample too small for reliable reporting of enjoyment level.

- With less than full network exposure, THE IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and on some CBC affiliate stations) continues to be the biggest audience attraction among CBC-produced shows, its weekly audiences being in the 18-20 per cent range. Always very much enjoyed by the great majority of those who watch it, the series this week rated a typically high index of 84 for a program guest-starring Glenn Yarbrough. The size of the national audience on this occasion was 19 per cent and, within the common CBC-CTV coverage area, the disparity between the audience to 'The Rovers' and to the opposing CTV musical series 'Rollin', was about 2 to 1 in the CBC program's favour.
- Continuing to draw substantially fewer viewers than it did most weeks last season, TOMMY HUNTER (Friday 9:00-10:00 pm) this week had an audience of 16 per cent as against the series' average 21 per cent audience last season. However, like most 'Hunter' programs, this week's show (guest starring Melanie, The Mercey Brothers, and Alan Thicke) was very much enjoyed by the majority of those who watched it - index of enjoyment a typically high 80.
- On Sunday evening (from 7:30-8:00 pm) the network this week presented the U.S.-produced music-comedy, THE JACKSON FIVE SHOW. Appearing on the program with the currently popular vocal group were comedians Johnny Brown and Jo Anne Worley. Not surprisingly, the broadcast was much more favourably received by teenage viewers than by those adults who watched it - enjoyment indices 88 and 67 respectively. With the adult viewers, however, greatly out numbering the teenagers, the program rated only a moderately favourable index of 72 for the audience as a whole. The size of the total adult-teenage audience to this 'Jackson Five' special was 24 per cent - just slightly smaller than the usual (26-28 per cent) audience to the pre-empted 'Anna And The King'.
- BANDWAGON (Thursdays, 9:30-10:00 pm on the metronet and on some CBC affiliate stations) continues to draw quite small weekly audiences of about 4 per cent and to be received without

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 3-9, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 3rd	7:00- 7:30	Local Programming		14	+ THE BRADY BUNCH	
	7:30- 8:00	Not Complete Network		20	SONNY AND CHER	
	8:00- 8:30	MASH	17			
	8:30- 9:00	ALL IN THE FAMILY		31	20	FRIDAY NIGHT MOVIE ('Columbo- 'The Most Crucial Game')
	9:00- 9:30	TOMMY HUNTER	15			
	9:30-10:00					
	10:00-10:30	Not Complete Network		19	F.B.I.	
	10:30-11:00					
SUN 5th	7:00- 7:30	THE BEACHCOMBERS	16	Not Complete Network		
	7:30- 8:00	'THE JACKSON 5 SHOW'	24	7	'THE BRITISH EMPIRE'	
	8:00- 8:30	JULIE ANDREWS	28			
	8:30- 9:00			Not Complete Network		
	9:00- 9:30	'RAP CITY' (Drama)	11	20	+ MANNIX	
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	10	6	W5	
	10:30-11:00					
MON 6th	7:00- 7:30	Local Programming		13	+ DORIS DAY	
	7:30- 8:00	Not Complete Network		9	ROLLIN'	
	8:00- 8:30	THE PARTRIDGE FAMILY	26	Local Programming		
	8:30- 9:00	CANNON	31	15	+ MEDICAL CENTER	
	9:00- 9:30					
	9:30-10:00	THIS IS THE LAW	15	12	PIG 'N' WHISTLE	
	10:00-10:30	THE NATURE OF THINGS ('Vanishing Peoples: Lacandones')	10	20	IRONSIDE	
	10:30-11:00					
THU 9th	7:00- 7:30	Local Programming		#	THE UNDERSEA WORLD OF JACQUES COUSTEAU ('The Smile of the Walrus')	
	7:30- 8:00	Not Complete Network				
	8:00- 8:30	CAROL BURNETT	28	15	+ THE STREETS OF SAN FRANCISCO	
	8:30- 9:00					
	9:00- 9:30	Not Complete Network		#	'THE CALGARY STAMPEDE JUBILEE'	
	9:30-10:00					
	10:00-10:30					
	10:30-11:00	Not Complete Network		16	+ GHOST STORY	
S - S	11:00-11:20	* CBC NEWS	12	8	‡ CTV NEWS	

* Broadcast on 'Available' basis at 12:07-12:25 am on Wednesday.

‡ Re-scheduled in some areas on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Tuesday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Tuesday and Wednesday data in this table.

much enthusiasm by most of those who watch it, week-by-week indices of audience enjoyment falling in the narrow 61-65 range. Despite a change in CTV opposition this week - an hour-long 'Calgary Stampede Diamond Jubilee' displacing the usual 'Here Come The Seventies' - this week's 'Bandwagon' (with singer Dianne Brooks and the 48th Highlander Pipe Band) conformed to past performance, the audience again being 4 per cent, the index of enjoyment 62.

- The above-mentioned CTV 'Stampede' special also displaced 'George Kirby', the usual CTV opposition to TELESCOPE (9:00-9:30 pm on the metronet and some CBC affiliated stations). However, the size of the audience to this week's 'Telescope' (a profile of journalist-broadcaster Henry Morgan) remained virtually unchanged from previous weeks at 6 per cent nationally and 7 per cent within the metronet area where the program was fully available. At 72, the enjoyment index for this week's program was lower than for most 'Telescope' programs this season (range 70-84 for an average index of 78) but still slightly above the norm of 69 for the series last season.
- On Wednesday the CBC-owned stations and some two-thirds of the network's private affiliates devoted virtually their entire evening program time to THE SORROW AND THE PITY ('Le Chagrin et la Pitié'), the Marcel Ophuls documentary of life in France during the 1940-44 Nazi Occupation. The program, which extended just over four-and-a-half hours, from 7:30 pm to 12:05 am, interrupted only by a ten-minute news report at 9:35 pm, included interviews with French civilians, German soldiers and various political and historical figures; it also included a considerable amount of actuality and newsreel film footage shot during this period of the War. The audience was 16 per cent - about 2 million viewers. While this constitutes a relatively large audience for a CBC Wednesday night special (always keeping in mind the direct opposition of NHL Hockey on the private network), the fact is that only about one-fifth of this audience watched the entire four-and-a-half hours of the program. Even if one includes those who tuned in late, only about one-third of the 16 per cent stayed with the program to

its end; the remaining two-thirds stopped watching before the program had run its course. Programs of this length being as rare as they are, comparable audience statistics are difficult to come by. One may note, however, that the four-hour 'Lawrence Of Arabia' movie which ran on the full CBC network from 7:00-11:00 pm on Wednesday evening September 20 (and which, incidentally, attracted a huge 45 per cent audience) was abandoned by only about one-quarter of its viewers before its conclusion - in contrast to the above-mentioned two-thirds who failed to stay to the end of 'The Sorrow And The Pity'. Many who watched this week's documentary very much enjoyed it. Others, however, found it "heavy going", "too long drawn out" or just generally unappealing. In particular, there was fairly widespread criticism of the 'voice-over' technique which allowed the original French and the English translation to be heard at the same time; also, to a lesser degree, of the English sub-titles, many of which were apparently difficult to read against light backgrounds - a common complaint of sub-titled TV programs. All of this added to the general difficulty that many viewers had in following the thread of the program and probably contributed, at least in part, to the audience loss throughout the evening, and to the somewhat low level of viewer enjoyment - index 51.

- Coincidentally, this same index of audience enjoyment (51) marked the not particularly enthusiastic reception given to U.S. ELECTION '72: THE NEXT FOUR YEARS, the two-hour Tuesday telecast, at 8:00-10:00 pm on the full network, of the vote count in the landslide U.S. Presidential Election. A 24 per cent audience watched at least some part of this program.

A CBC RESEARCH REPORT

TV/72/37

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 10-16, 1972

THIS WEEK

The week's network schedule included a special feature, 'The Wit And World Of G. Bernard Shaw', coverage of the annual Remembrance Day service in Ottawa, and a repeat of two 'Tenth Decade' programs. In addition, the metronet and a few CBC affiliated stations carried the documentary 'It Takes A Lot Of Love' - on animal pets. Due to late notice of the participating teams, no audience information is available this week for 'NFL Football'.

Regular CBC programs pre-empted this week included 'The Nature Of Things', 'Tuesday Night', 'Telescope' and 'Bandwagon'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Wednesday evening (from 9:30-11:00 pm) the network carried THE WIT AND WORLD OF G. BERNARD SHAW, a 90-minute dramatic profile of Shaw the man and his works, produced for the CBC in association with the BBC by film-maker Harry Rasky. The broadcast drew a 10 per cent audience representing some 1.2 million adult and teenage viewers - slightly above average for CBC Wednesday Night specials broadcast over the past two seasons at about this same hour. Moderately well received by its audience as a whole (index of enjoyment 68), 'The Wit And World' had a particularly favourable reception among the more highly educated section of the public who watched it in unusually large numbers. Among those people who had at least a high school education, viewing of 'The Wit And World' reached the 14 per cent level, and among those who got as far as university, viewing was at the 19 per cent mark. This represents a greater number of university-educated viewers than was attracted this week by any other CBC-produced program aside from Saturday evening Hockey. Nor is there any question that it was these viewers, as a group, who most enjoyed this 'Shaw' profile - index of enjoyment for the university segment (which made up no less than one-third of the total audience) 79, and for the university-plus-high-school segment, 75.

Given the opportunity to mention anything that they had specially enjoyed, viewers heaped praise on so many different features of the program that no single feature stood out as a highlight - probably reflecting the fact that (as some viewers noted specifically) the whole program seemed to hang together very well. On the negative side, the only specific criticism that arose concerned the commercial interruptions which some viewers felt were specially inappropriate in a program of this kind. But such criticisms were very few in number, coming from only about 3 per cent of all who had watched the program.

- This week's 'Sunday At Nine' (9:00-10:00 pm) was THE VETERAN AND THE LADY, a drama by Charles Israel about two lonely elderly people who, after being unwillingly brought together, fall in love. Starring were Wendy

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 10-16, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:43	34	79
CANNON	Mon. 8:30- 9:30	33	85
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	32	79
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	85
ALL IN THE FAMILY	Fri. 8:30- 9:00	29	87
FLIP WILSON	Tue. 8:30- 9:30	29	79
CAROL BURNETT	Thu. 8:00- 9:00	29	74
JULIE ANDREWS	Sun. 8:00- 9:00	26	78
MARY TYLER MOORE	Tue. 8:00- 8:30	24	81
ANNA AND THE KING	Sun. 7:30- 8:00	21	74
THIS IS THE LAW	Mon. 9:30-10:00	18	73
MASH	Fri. 8:00- 8:30	18	79
+ FOOTBALL - CFL (Montreal at Ottawa)	Sat. 2:15- 4:51	17	82
THE BEACHCOMBERS	Sun. 7:00- 7:30	17	69
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	17	83
TOMMY HUNTER (Repeat)	Fri. 9:00-10:00	16	83
CBC NATIONAL NEWS	S-S 11:00-11:21	13	80
REMEMBRANCE DAY SERVICE	Sat. 10:30-11:15	12	86
EDGE OF NIGHT	M-F 3:30- 4:00	12	84
+ COUNTRYTIME	Sat. 10:44-11:00	11	76
BENNY HILL	Wed. 8:30- 9:30	11	65
'THE VETERAN AND THE LADY' (Drama)	Sun. 9:00-10:00	10	78
'THE WIT AND WORLD OF G. BERNARD SHAW'	Wed. 9:30-11:00	10	68
FAMILY COURT	M-F 4:00- 4:30	9	80
THIS LAND	Wed. 8:00- 8:30	9	82
CBC WEEKEND	Sun. 10:00-11:00	9	70
THE TENTH DECADE ('Search For A Mandate') (Repeat)	Mon. 10:00-11:00	6	70
THE TENTH DECADE ('No Joy In Heaven') (Repeat)	Tue. 10:00-11:00	6	72
TAKE THIRTY	M-F 3:00- 3:30	3	80
MUSIC TO SEE	Sun. 5:00- 5:30	3	62
* COUNTRY CANADA	Sun. 4:30- 5:00	3	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

Broadcast at 1:30-2:00 pm in the Maritimes.

\$ Sample too small for reliable reporting of enjoyment level.

Hiller and Joseph Shaw. Though only moderately well received by younger viewers under the age of 50, the play, understandably, had a special appeal to older viewers who accounted for about half the total adult-teenage audience. With these viewers reacting particularly favourably to the program (index of enjoyment 84) the resultant enjoyment index for the audience as a whole was 78. This is a very high level of enjoyment for a one-occasion CBC drama production and, like last season's Charles Cohen play, 'The Golden Handshake', demonstrates yet again the willingness of Canadian viewers to respond with enthusiasm to straight, non-crime, non-adventure, non-comedy drama if the story is sufficiently realistic and believable to them. Solicited comment clearly indicated that the audience much appreciated 'The Veteran And The Lady' as a simple, touching human interest story, one which "unlike many CBC dramas", had a conclusive and happy ending. The size of the audience to the program was 10 per cent - about average for a 'Sunday At Nine' drama this season.

- Sunday's edition of WEEKEND (10:00-11:00 pm) drew a 9 per cent audience and rated an enjoyment index of 70 - both levels of performance about average for the series this season and last. In the common CBC-CTV coverage area, this week's program had a substantial 3:2 audience lead over a special 'Human Journey' program which, running directly opposite 'Weekend', this week displaced the usual 'W5' on CTV stations. The 'Weekend' content: a report on the after-math of last year's tribal war in 'Burundi Africa'; an interview with Lady Fleming on her resistance to the military dictatorship in her native Greece; a talk with Mel Hurtig about his defeat as a Liberal candidate in the recent federal election; a talk with Judy LaMarsh about her open-line radio program; a report from Lennoxville Quebec on the controversy surrounding the Remembrance Day unveiling of a plaque in memory of a local boy who was killed while serving with the American forces in Vietnam; and a closing comment by 'Fred Dobbs' on premature preparations for Christmas.
- Making its third appearance of the season (the second in its regular Wednesday 8:00-8:30 pm slot), THIS LAND this week drew an audience of 9 per cent - half as big again as the audience that it drew in this same slot two weeks

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

NOVEMBER 10-16, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	19	86
'IT TAKES A LOT OF LOVE' (on pets)	Thu. 9:00-10:00	11	90
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	77
HYMN SING	Sun. 5:30- 6:00	8	82
THE MARKETPLACE	Thu. 10:00-10:30	5	81
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	50
TO SEE OURSELVES ('The Ninth Summer')	Fri. 10:00-10:30	3	\$
VIEWPOINT	M,Th,F 11:22-11:29	2	72
* REPLAY	Sat. 6:30- 7:00	2	\$
TOMMY BANKS	Fri. 10:30-11:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	2	\$
SPORTS WEEK	Sat. 4:52- 5:00	2	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	1	\$
PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	18	79
MUDE	Thu. 7:30- 8:00	13	81
GET SMART	M-F 5:30- 6:00	10	79
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	76
<u>CTV PROGRAMS</u>			
* HOCKEY - NHL	Wed. 8:00-10:30	29	79
IRONSIDE	Mon. 10:00-11:00	19	86
FRIDAY NIGHT MOVIE ('The Victim')	Fri. 8:30-10:00	19	79
+ MANNIX	Sun. 9:00-10:00	18	84
MARCUS WELBY, M.D.	Tue. 10:00-11:00	17	85
F.B.I.	Fri. 10:00-11:00	17	79
* FOOTBALL - CFL (Regina at Edmonton)	Sun. 4:00- 6:29	17	82
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	16	81
+ THE BRADY BUNCH	Fri. 7:00- 7:30	15	82
ACADEMY PERFORMANCE ('John And Mary')	Sat. 8:00-10:00	15	64
+ MEDICAL CENTER	Mon. 8:30- 9:30	15	86
POLICE SURGEON	Sat. 7:30- 8:00	15	77
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	77
+ DORIS DAY	Mon. 7:00- 7:30	13	74
+ GEORGE	Thu. 7:00- 7:30	11	71
IAN TYSON	Tue. 9:30-10:00	10	71
+ LITTLE PEOPLE	Thu. 7:30- 8:00	10	83
'ALAN KING SPECIAL'	Fri. 7:30- 8:30	9	77
CTV NATIONAL NEWS	S-S 11:00-11:20	9	81
ROLLIN'	Mon. 7:30- 8:00	8	77
ANOTHER WORLD	M-F 3:00- 3:30	8	87
ANYTHING YOU CAN DO	M-F 3:30- 4:00	8	76
GEORGE KIRBY	Thu. 9:00- 9:30	6	72
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	6	69
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	84
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	5	84
'THE BRITISH EMPIRE' (Part 7)	Sun. 7:30- 8:30	5	75
THE HUMAN JOURNEY: 'Where We Live'	Sun. 10:00-11:00	5	81
HERE COME THE SEVENTIES	Thu. 9:30-10:00	4	57
SOMERSET	M-F 2:30- 3:00	4	83
+ SPORTS BEAT '72	Wed. 10:30-11:00	3	75
CANADA A.M.	M-F 7:00- 8:30	2	\$

* Re-scheduled in some areas.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

• Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

previously, and equal in size to the average audience of last season's 'This Land' series (also on Wednesday at 8:00-8:30 pm). Characteristic of the favourable audience reaction to most broadcasts in the series, this week's program on Vancouver Island's 'West Coast Trail' rated a high enjoyment index of 82. Many viewers were clearly surprised to learn of the number of shipwrecks occurring off this stretch of the Vancouver Island coast and disturbed to learn that this dangerous area of coastline is on the proposed Alaska Oil Tanker route. As is usual with programs which include film shots of the Canadian outdoors, this week's 'West Coast Trail' was also much enjoyed for the sheer beauty in the scenery it depicted.

- Maintaining the high level of viewer enjoyment of previous programs in the series, this week's MARKETPLACE (Thursday 10:00-10:30 pm on the metronet and on some affiliate stations) rated an index of 81. And, with a slight increase in viewing over preceding weeks, Thursday's program drew a 5 per cent audience nationally, 6 per cent within the metronet area where the program was fully available.
- On Thursday evening (9:00-10:00 pm) the metronet and a few CBC affiliate stations carried IT TAKES A LOT OF LOVE, a CBS-documentary on the special relationship that exists between people and animals. The audience was 11 per cent - respectively about two and three time bigger than the usual audiences to the pre-empted 'Telescope' and 'Bandwagon'. (Each of the latter programs, incidentally, is carried by several more affiliate stations than was this week's special.) Virtually everyone who saw 'It Takes A Lot Of Love' was favourably impressed by it, no less than 95 per cent of all who watched rating it as a program that they had enjoyed either "very much" or "quite a bit". The resultant index of enjoyment for the audience as a whole was 90 - about the same very high level of enjoyment that has been attained by so many outdoor-wildlife programs in recent years. Viewers' comments were nearly all complimentary, almost the only criticism of any substance being that the program might have been shown at an earlier hour when younger children could more easily have watched it.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 10-16, 1972

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 10th	7:00- 7:30	Local Programming	16	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	10	'ALAN KING SPECIAL'
	8:00- 8:30	MASH	17	
	8:30- 9:00	ALL IN THE FAMILY	29	
	9:00- 9:30	TOMMY HUNTER	15	FRIDAY NIGHT MOVIE ('The Victim')
	9:30-10:00			
	10:00-10:30	Not Complete Network	18	F.B.I.
	10:30-11:00			
SUN 12th	7:00- 7:30	THE BEACHCOMBERS	15	Not Complete Network
	7:30- 8:00	ANNA AND THE KING	21	5 'THE BRITISH EMPIRE'
	8:00- 8:30	JULIE ANDREWS	25	
	8:30- 9:00		Not Complete Network	
	9:00- 9:30	'THE VETERAN AND THE LADY' (Drama)	10	19 + MANNIX
	9:30-10:00			
	10:00-10:30	CBC WEEKEND	8	5 THE HUMAN JOURNEY: 'Where We Live'
	10:30-11:00			
MON 13th	7:00- 7:30	Local Programming	14	+ DORIS DAY
	7:30- 8:00	Not Complete Network	8	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	28	Local Programming
	8:30- 9:00	CANNON	32	16 + MEDICAL CENTER
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	17	14 PIG 'N' WHISTLE
	10:00-10:30	THE TENTH DECADE ('Search For A Mandate') (Repeat)	6	21 IRONSIDE
	10:30-11:00			
TUE 14th	7:00- 7:30	Local Programming	#	'KEEP UP WITH THE JONESES'
	7:30- 8:00	MARY TYLER MOORE	24	7 + HEADLINE HUNTERS
	8:00- 8:30			# 'BURT BACHARACH AND ASSOCIATES'
	8:30- 9:00	FLIP WILSON	29	Local Programming
	9:00- 9:30	FRONT PAGE CHALLENGE	16	10 IAN TYSON
	9:30-10:00			
	10:00-10:30	THE TENTH DECADE ('No Joy In Heaven') (Repeat)	6	19 MARCUS WELBY, M.D.
	10:30-11:00			
THU 16th	7:00- 7:30	Local Programming	11	+ GEORGE
	7:30- 8:00	Not Complete Network	11	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	28	# 'MOVING ON' (Drama)
	8:30- 9:00			
	9:00- 9:30	Not Complete Network	6	GEORGE KIRBY
	9:30-10:00			
	10:00-10:30	Not Complete Network	#	'WANDERING THROUGH WINTER' (Repeat)
	10:30-11:00			
S-S	11:00-11:20	CBC NEWS	12	9 CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.
Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- . At 10:30-11:15 am Saturday (in all areas of the country except the Atlantic region where it ran 1-1½ hours later), the network carried a Remembrance Day film and provided coverage of this year's REMEMBRANCE DAY SERVICE from Ottawa. The audience was 12 per cent - about the same size as the audiences to most of these Remembrance Day specials in recent years. As always, this year's service was very much enjoyed by those who watched it, the index of enjoyment being a typically high 86.

- . TAKE THIRTY (weekdays 3:00-3:30 pm) had another generally favourable reception this week, the average index of enjoyment for the five broadcasts being 80. The index for the Friday talk with wartime aviator and current social worker Leonard Cheshire was 81; for Monday's interview with author-naturalist Farley Mowat 84; for the Tuesday look at the gypsy life 76; and for the Wednesday program on advertising 78. Thursday's first of four broadcasts on vitamins had just too small an audience to allow calculation of an index of enjoyment for the program. The average day audience to 'Take Thirty' this week was the usual 3 per cent, the cumulative audience over the five days, 8 per cent.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/72/38

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 17-23, 1972

THIS WEEK

In addition to regular programming, the network this week provided coverage of the Toronto 'Santa Claus Parade', the first eastern final CFL Football game between Hamilton and Ottawa, and the 'Atlantic' and 'Western' College Bowl games. Special programming also included 'The Hero Of My Life', on the life and works of Charles Dickens; an Anne Murray musical special; repeats of two 'Tenth Decade' broadcasts; 'Selling out', a program about a Prince Edward Island farm auction; and the first of several programs in a new monthly series of nature documentaries, 'To The Wild Country'.

Regular network programs pre-empted throughout the country this week included 'Tommy Hunter', 'The Alan Hamel Comedy Bag', 'NFL Football', 'The Wonderful World Of Disney', 'Cannon', 'This Is The Law', 'Marketplace', 'Encounter' and 'Sports Week'.

SOURCE OF INFORMATION

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THE PANEL

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TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Sunday evening (9:00-10:00 pm) marked the network debut of TO THE WILD COUNTRY, a five-part series of monthly scheduled specials produced for the CBC by KEG Productions and depicting the outdoor-wildlife explorations of John and Janet Foster. This opening program, 'Kluane', focused on the Yukon's 8,500 square mile Kluane National Park. Reflecting a fairly characteristic reaction to outdoor programs of this type in recent years, the great majority of those who watched 'To The Wild Country' very much enjoyed it, being specially impressed by the shots of the wildlife and by the spectacular scenery. The index of enjoyment was a very high 92. The size of the audience was 16 per cent - bigger than audiences to most CBC programs shown at this time on Sunday evening this season. And, with the audience to CTV's directly opposing 'Mannix' being down slightly from recent weeks, the private network's usually substantial audience advantage over CBC within the common CBC-CTV reception area at this hour was this week reduced to a marginal 6:5. The complete record for CBC programs running in the Sunday 9:00-10:00 pm slot this season:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 10	Wayne And Shuster Comedy Special	31	74
Sept. 17	'Strike', by Grahame Woods.	13	73
Sept. 24	'Words, Words, Words and Music', with Gene Lees	6	45
Oct. 8	'The Disposable Man', by Grahame Woods.	10	59
Oct. 15	'The Woman I Love' - on the abdication of King Edward VIII.	22	83
Oct. 22	'The Discoverers', by George Salverson and Max Rosenthal.	10	87
Oct. 29	'Friends', by Prim Pemberton.	9	70
Nov. 5	'Rap City', by Tony Sheer.	12	59
Nov. 12	'The Veteran And The Lady', by Charles Israel.	10	78
Nov. 19	'To The Wild Country' ('Kluane').	16	92

TABLE 1

PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 17-23, 1972

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:38	36	81
ALL IN THE FAMILY	Fri. 8:30- 9:00	32	88
+ FOOTBALL-CFL (Regina at Winnipeg)	Sun. 3:30- 6:21	26	87
JULIE ANDREWS	Sun. 8:00- 9:00	26	74
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	26	82
FLIP WILSON	Tue. 8:30- 9:30	26	74
CAROL BURNETT	Thu. 8:00- 9:00	25	73
MARY TYLER MOORE	Tue. 8:00- 8:30	24	80
'ANNE'S SPECIAL'	Fri. 9:00-10:00	21	76
ANNA AND THE KING	Sun. 7:30- 8:00	21	76
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	81
MASH	Fri. 8:00- 8:30	18	78
TO THE WILD COUNTRY - 'KLUANE'	Sun. 9:00-10:00	16	92
+ COUNTRYTIME	Sat. 10:40-11:00	13	79
BENNY HILL	Wed. 8:30- 9:30	13	73
△ THE BEACHCOMBERS	Sun. 7:00- 7:30	13	68
CBC NATIONAL NEWS	S-S 11:00-11:21	12	81
* SANTA CLAUS PARADE	Sat. 9:15-10:06 am	12	87
EDGE OF NIGHT	M-F 3:30- 4:00	11	85
FAMILY COURT	M-F 4:00- 4:30	9	79
CBC WEEKEND	Sun. 10:00-11:00	9	70
THIS LAND	Wed. 8:00- 8:30	9	82
'THE HERO OF MY LIFE' (on Charles Dickens)	Mon. 8:30-10:00	8	71
TUESDAY NIGHT ('The Mackenzie Road')	Tue. 10:00-11:00	7	80
MAN ALIVE	Mon. 10:30-11:00	6	85
THE TENTH DECADE ('Celebration And Succession')	Wed. 10:00-11:00	6	72
THE NATURE OF THINGS ('The Sexes' - Part 1	Mon. 10:00-10:30	6	75
'SELLING OUT' (P.E.I. Farm Auction) (Repeat)	Wed. 9:30-10:00	6	74
+ ATLANTIC BOWL	Sat. 1:00- 3:37	4	64
TAKE THIRTY	M-F 3:00- 3:30	4	81
+ WESTERN BOWL	Sat. 3:40- 5:31	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
△ * MUSIC TO SEE	Sun. 2:30- 3:00	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

△ Telecast 10:30-11:00 pm in the Toronto Region.

△ Pre-empted in some areas

* Re-scheduled in some areas

\$ Sample too small for reliable reporting of enjoyment level.

- WEEKEND (Sunday 10:00-11:00 pm) this week included a report on the recent return of Juan Peron to Argentina; an interview with York University professor Joseph Starobin on aspects of the Vietnam situation; a talk with four young people involved in a group marriage; a look at flood damage to farms on Pelee Island; a discussion involving ex-convicts and former prison guards concerning the effects of new permissive policies in Canadian penitentiaries; a report on the effects on the local population of Duck Lake Saskatchewan of the filming in their area of the movie 'Alien Thunder'; and a montage of photos marking the 25th wedding anniversary of Queen Elizabeth and Prince Philip. With a typical 'Weekend' audience of 9 per cent, the broadcast as a whole rated an enjoyment index of 70 - also about average for the series both this season and last.
- As its second program of the season, THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week presented part one of 'The Sexes', a two-part study of male and female roles in society. Subtitled 'What's The Difference?', this opening program reviewed scientific thought on the biological origins of male/female differences in behaviour and role. Though well received with an audience enjoyment index of 75, this week's program was not as much enjoyed by those who watched it as was the series' opening program on the 'Lacandones' (index 81) - nor indeed as much as any of the programs in last season's highly successful 'Nature Of Things' series (index range 80-91). Further questioning of viewers about the amount of new information they felt they had gained from this opening 'Sexes' program revealed that an abnormally large forty per cent of those who watched felt they had learned only "very little" or "nothing" from it. Most people in fact this week seemed to prefer to get their sex information in more visible form from the CTV special, 'The Miss Canada Pageant', which ran in direct opposition to 'The Sexes' in Ontario and Quebec. This one-and-a-half hour girl show, in the CTV coverage area alone, attracted as big a cumulative audience (36-37 per cent) as the CBC's two-and-a-half hour 'Saturday Hockey' drew nationally; and in the Monday 10:00-10:30 pm slot, this left 'The Sexes' with only a 6 per cent audience - about half the size of the the audience attracted to this season's opening 'Lacandones' program and to most 'Nature Of Things' programs last season.
- A 6 per cent audience also watched the season's first MAN ALIVE program which immediately followed at 10:30-11:00 pm and which also ran against 'Miss Canada' - in Ontario, Quebec, and the Maritimes. This 6 per cent is however, about average for 'Man

TABLE 2

PERFORMANCE OF CBC METRONET PROGRAMS, CBC
'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: NOVEMBER 17-23, 1972

PROGRAM	DAY/TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	17	88
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	80
TELESCOPE (Magician Doug Henning)	Thu. 9:00- 9:30	6	79
* HYMN SING	Sun. 3:00- 3:30	5	87
TOMMY BANKS	Fri. 10:30-11:00	3	79
* UPDATE	Sat. 6:00- 6:30	3	\$
TO SEE OURSELVES ('Peace At Utrecht')	Fri. 10:00-10:30	3	\$
BANDWAGON	Thu. 9:30-10:00	3	\$
VIEWPOINT	M-F 11:22-11:29	2	76
* REPLAY	Sat. 6:30- 7:00	2	\$
THE GALLOPING GOURMET	M-F 1:30- 2:00	2	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
PAUL BERNARD, PSYCHIATRIST	M-F 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
MAUDE	Thu. 7:30- 8:00	14	80
GET SMART	M-F 5:30- 6:00	10	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	77
THE TENTH DECADE ('The End Of The Era') (Repeat)	Thu. 10:00-11:00	4	\$
<u>CTV PROGRAM</u>			
‡ MISS CANADA PAGEANT	Mon. 9:30-11:05	37	78
FRIDAY NIGHT MOVIE (McMillan And Wife - 'Cop Of The Year')	Fri. 8:30-10:00	17	85
F.B.I.	Fri. 10:00-11:00	17	81
* + MEDICAL CENTER	Mon. 8:30- 9:30	16	85
SONNY AND CHER	Fri. 7:30- 8:30	16	80
‡ + WEDNESDAY NIGHT MOVIE (Various)	Wed. 8:00-10:30	16	78
+ MANNIX	Sun. 9:00-10:00	16	83
MARCUS WELBY, M.D.	Tue. 10 00-11:00	16	82
* FOOTBALL - CFL (Hamilton at Ottawa)	Sat. 2:00- 4:40	15	83
ACADEMY PERFORMANCE ('Prudence And The Pill')	Sat. 8:00-10:00	15	78
POLICE SURGEON	Sat. 7:30- 8:00	14	79
+ PAUL LYNDE	Tue. 7:00- 7:30	14	82
+ GHOST STORY	Thu. 10:00-11:00	14	78
+ THE BRADY BUNCH	Fri. 7:00- 7:30	13	77
SEARCH	Tue. 8:00- 9:00	12	80
* + DORIS DAY	Mon. 7:00- 7:30	12	75
+ GEORGE	Thu. 7:00- 7:30	11	71
+ THE STREETS OF SAN FRANCISCO+	Thu. 8:00- 9:00	11	82
+ LITTLE PEOPLE	Thu. 7:30- 8:00	10	81
* ROLLIN'	Mon. 7:30- 8:00	9	79
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
GEORGE KIRBY	Thu. 9:00- 9:30	8	68
IAN TYSON	Tue. 9:30-10:00	8	72
& ANOTHER WORLD	M-F 3:00- 3:30	8	87
ANYTHING YOU CAN DO	M-F 3:30- 4:00	8	74
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	71
SANTA CLAUS PARADE	Sat. 10:00-11:00	7	84
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	74
+ UNTAMED WORLD	Sun. 5:00- 5:30	6	79
'THE BRITISH EMPIRE' (Part 8)	Sun. 7:30- 8:30	6	80
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	84
W5	Sun. 10:00-11:00	6	70
+ WIDE WORLD OF SPORTS	Sat. 4:42- 6:00	5	82
SOMERSET	M-F 2:30- 3:00	4	82
+ SPORTS BEAT '72	Wed. 10:30-11:00	3	\$
CANADA A.M.	M-F 7:00- 8:30	2	\$

- * Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).
‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).
+ Not carried (on this day and at this time) on all CTV programs.
& Pre-empted on Thursday.
□ Broadcast at 4:30-6:00 pm in the West.
\$ Sample too small for reliable reporting of enjoyment level.

'Alive' audiences last season and is slightly bigger than last year's early-season 'Man Alive' audiences of 4 per cent. The subject of Monday's program - the first of a two-part series - was 'Life Before Birth'. It focused on the developing fetus and showed various tests used to determine fetal reaction to noise, light, and other environmental conditions, also to check heartbeat, brain waves and other essential functions. Viewer reaction to the broadcast was highly favourable, the enjoyment index of 85 for the audience as a whole being higher than any recorded for a 'Man Alive' program last season (range 54-79) and a full 16 index points above the enjoyment norm for last season's series as a whole. This opening 'Life Before Birth' program also emerged, on other standard rating scales, as a clearly presented, highly informative and very worthwhile broadcast.

- TELESCOPE (Thursday 9:00-9:30 pm on the metronet and on some CBC affiliate stations) this week looked at some of 'The Magic Of Doug Henning', a magician who, in 1970, was awarded a Canada Council grant to study the ancient art of magic and who now performs regularly in Los Angeles. The program was much enjoyed by most of those who watched it, the index of enjoyment for the audience as a whole being 79 - marginally higher than the average index (77) for preceding 'Telescope' programs this season and much above the 69 enjoyment norm of the 1971-72 series. The audience was 6 per cent, about average for 'Telescope' this season with its limited network coverage; and within the common CBC metronet/CTV coverage area where both programs were fully available, the 'Doug Henning' program shared audience about equally with the CTV's directly opposing 'George Kirby' show. The audience record to date for the current 'Telescope' series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 14	A tour of the Vancouver Public Aquarium	6	83
Sept. 21	A tour of Nashville with country music fans	6	70
Sept. 28	Pre-empted		
Oct. 5	A visit to the Royal Ontario Museum	4	74
Oct. 12	Profile of retired businessman-financier E.P. Taylor	7	79
Oct. 19	Pre-empted		
Oct. 26	Profile of singer-composer Paul Anka	7	75

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 17-23, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 17th	7:00- 7:30	Local Programming		14	THE BRADY BUNCH	
	7:30- 8:00	Not Complete Network		17	SONNY AND CHER	
	8:00- 8:30	MASH	18			
	8:30- 9:00	ALL IN THE FAMILY	31	18	FRIDAY NIGHT MOVIE (McMillan And Wife- 'Cop of The Year')	
	9:00- 9:30	'ANNE'S SPECIAL'	20			
	9:30-10:00					
	10:00-10:30			17	F.B.I.	
	10:30-11:00	Not Complete Network				
SUN 19th	7:00- 7:30	THE BEACHCOMBERS	12	Not Complete Network		
	7:30- 8:00	ANNA AND THE KING	21	7	'THE BRITISH EMPIRE'	
	8:00- 8:30	JULIE ANDREWS	26			
	8:30- 9:00			Not Complete Network		
	9:00- 9:30	TO THE WILD COUNTRY - 'KLUANE'	15	17	+	MANNIX
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	8	6	W5	
	10:30-11:00					
TUE 21st	7:00- 7:30	Local Programming		15	+	PAUL LYNDE
	7:30- 8:00			8	+	HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	23	13	SEARCH	
	8:30- 9:00	FLIP WILSON	25			
	9:00- 9:30			Local Programming		
	9:30-10:00	FRONT PAGE CHALLENGE	17	8	IAN TYSON	
	10:00-10:30	TUESDAY NIGHT ('The Mackenzie Road')	7	17	MARCUS WELBY, M.D.	
	10:30-11:00					
THU 23rd	7:00- 7:30	Local Programming		12	+	GEORGE
	7:30- 8:00	Not Complete Network		11	+	LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	24	12	+	THE STREETS OF SAN FRANCISCO
	8:30- 9:00					
	9:00- 9:30			9	GEORGE KIRBY	
	9:30-10:00			7	HERE COME THE SEVENTIES	
	10:00-10:30	Not Complete Network		15		
	10:30-11:00				+	GHOST STORY
S - S	11:00-11:20	CBC NEWS	12	9	*	CTV NEWS

‡ Pre-empted in the Atlantic Region.

* Broadcast at 11:07-11:27 pm EST in the East on Monday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Monday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Monday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 2	Reminiscences of the early Canadian West by author James H. Gray	4	84
Nov. 9	Profile of journalist-broadcaster Henry Morgan	6	72
Nov. 23	Profile of magician Doug Henning	6	79

- On Wednesday, from 8:00-8:30 pm, the THIS LAND series on Canada's natural resources continues each week to be very much enjoyed by the great majority of those who watch it. About equalling the high level of enjoyment recorded for each of the three preceding editions this season, this week's look at the ecological problems of Sept-Isles, Quebec rated an index of enjoyment of 82. The 9 per cent audience was about the same size as the audience to last week's program on the 'West Coast Trail' and about average for the 'This Land' series last year.
- On Monday at 8:30 pm the regular 'Cannon' and 'This Is The Law' programs were pre-empted by THE HERO OF MY LIFE, a special 90-minute Thames Television dramatic profile of the life and works of 19th century novelist Charles Dickens. Michael Jayston played the lead role of Dickens. The broadcast, which in all areas except British Columbia and the Atlantic region ran directly against CTV coverage of the annual 'Miss Canada Pageant', drew a national audience of 8 per cent - much smaller than the respective audiences of about 29 and 17 per cent normally attracted to 'Cannon' and 'This Is The Law' when they run in this Monday 8:30-10:00 pm slot against 'Medical Center' and 'Pig 'n' Whistle'. Moderately well received by the audience as a whole, 'The Hero Of My Life' rated an enjoyment index of 71.
- TOMMY BANKS (Friday 10:30-11:00 pm on the metronet and some affiliate stations) this week rated a high audience enjoyment index of 79 for a program which had 'The Mercey Brothers' and author-naturalist Farley Mowat as guests. Prior to this, the highest index of enjoyment for a 'Tommy Banks' show was the 75 recorded for a January 1972 program with singer Juliette as guest; the average index for previous programs in the current 'Banks' series is a very much lower 64. The audience, moreover, remains very small - on this occasion only 3 per cent both nationally and within the CBC metronet area where the program is fully available, about average for the series.

In the usual 'Tommy Hunter' slot at 9:00-10:00 pm on Friday, the network this week carried the first Anne Murray program of the season. Titled simply ANNE'S SPECIAL, it featured Glen Campbell and R.G. Brown as guests. The audience was 21 per cent - significantly bigger than recent audiences to the pre-empted 'Hunter' series (16 per cent), but much smaller than audiences attracted to most Anne Murray shows in past seasons. Audiences for these have ranged from a low of 24 per cent for the initial, October 1970 show telecast in this same Friday 9:00 pm slot, to a peak 37 per cent for the March 1971 special telecast in the earlier 8:00-9:00 pm slot on a Thursday. As with these previous 'Anne Murray' programs, viewers of this week's show had much praise for Anne herself but, additionally on this occasion, specially enjoyed the Anne Murray-Glen Campbell combination. The resultant index of audience enjoyment for the program as a whole was 76 - about average for the five previous 'Anne Murray' specials. The record:

<u>DAY/DATE/TIME</u>	<u>TITLE</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Fri.Oct. 23 1970 9:00-10:00	'Anne Murray and Friends'	24	77
Thu.Mar. 11 1971 8:00- 9:00	'Straight Clean and Simple'	37	77
Wed.Apr. 14 1971 8:00- 9:00	'I Believe In Music'	30	71
Mon.Nov. 8 1971 8:30- 9:30	'Anne Again'	33	81
Thu.Dec. 16 1971 8:00- 9:00	'Anne Murray Special'	29	72
Fri.Nov. 17 1972 9:00-10:00	'Anne's Special'	21	76

With three of its five programs being specially well received with enjoyment indices of 84-85, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated an average index of 81. The three most enjoyed broadcasts, on Friday, Monday, and Tuesday, were the last three instalments of a four-part 'Take Thirty' series on vitamins. Wednesday's talk with sociologist Thelma McCormack about women's magazines was also much enjoyed by many who watched it (index 79), Thursday's look at Vancouver's various hot-line radio shows somewhat less so (index of enjoyment 74). The average audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five day period, 8 per cent.

- Making its fifth appearance of the season but only its second in the last seven weeks, TUESDAY NIGHT (10:00-11:00 pm) this week focused on the Mackenzie River Arctic highway which is to run for some 750 miles between Fort Simpson and Tuktoyaktuk in the North West Territories. The documentary, titled 'The Mackenzie Road', discussed the federal government's recent decision to go ahead with the project and examined the probable economic and social impact of the highway on the Canadian North. With an audience just slightly bigger than audiences to most 'Tuesday Night' programs this season - 7 per cent as against previous audiences of 4-6 per cent - this week's broadcast was highly rated for its informativeness, praised for the clarity of its presentation and widely regarded as a very worthwhile piece of television journalism. The resultant index of enjoyment for the audience as a whole was 80 - above average for 'Tuesday Night' both this season and last. The record for the current series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Peewee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia In Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Légion Etrangère' - on the French Foreign Legion.	6	82
Oct. 31	Post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway.	7	80

- The annual SANTA CLAUS PARADE from Toronto was broadcast on Saturday at 9:15-10:06 am in all areas except the Atlantic region where live coverage ran from 10:15 and 10:45 am, and in British Columbia where it began at 8:45 am. In addition to an unknown but presumably large number of young viewers under the age of 12, an adult-teenage audience of 12 per cent watched the program - some 4 percentage points smaller than the average audience to the network's 'Santa Claus Parade' broadcasts of the past four years. As always, however, the 'Parade' was much enjoyed by those who watched it, the index on this occasion being a typically high 87.

- . CANADA A.M., CTV's new early morning series of news, interviews, features and weather, broadcast on the CTV network weekdays at 7:00-8:30 am, continues to draw small daily audiences of 1-2 per cent. With viewing at this low level, too few panel respondents are involved to indicate how much the program is being enjoyed by those who do watch it.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/72/39

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: NOVEMBER 24-30, 1972

THIS WEEK

Special network programming this week included a drama, 'Leaving Home', and live coverage of a 'Canadian College Bowl' game between the Universities of Alberta and Waterloo Lutheran. Due to late notice of the participating teams, no audience information is available this week for 'NFL Football'. Nor, because of a late change in scheduling, is there any data for 'Sunday At Nine's' music and dance program set in Leningrad, 'City And Song'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- In a program titled 'Les Anglais', TUESDAY NIGHT (10:00-11:00 pm) this week looked at the situation of the English-speaking population of the province of Quebec. The broadcast included a report and discussion of the results of a recent CBC Research survey of the attitudes and expectations of the Anglophone population of Montreal to their position as a linguistic minority. The audience was 7 per cent - the same size as the audience to last week's program on 'The Mackenzie Road', and slightly bigger than the 4-6 per cent audiences to this season's earlier 'Tuesday Night' broadcasts. With most of those who watched 'Les Anglais' rating it as a clearly presented and worthwhile, though not particularly informative broadcast, the index of enjoyment was 73 - some 5 points below average for the current series but about average for 'Tuesday Night' last season.
- With no change over these past three weeks, either in the size of its audience or in the extent to which it was enjoyed by those who watched it, THIS LAND (Wednesday 8:00-8:30 pm) this week drew a 9 per cent audience and rated an index of enjoyment of 83. The subject of Wednesday's program was the Northwest Territories' Great Bear Lake whose future is threatened by over-fishing, pollution from a near-by silver mine and a proposed hydro-electric dam.
- TELESCOPE (Thursday 9:00-9:30 pm on the metronet and some affiliate stations) this week attended an Ottawa Valley farm auction and talked with a farmer whose various possessions were being auctioned, and with some of the people attending the sale. Both the 6 per cent audience and the index of enjoyment of 75 were about average for 'Telescope' this season. (For an audience record of preceding programs in the current series, see last week's report TV/72/38.)
- On Monday, both THE NATURE OF THINGS (at 10:00-10:30 pm) and MAN ALIVE (at 10:30-11:00 pm) presented the second program of two-part series which had started the previous week - on 'The Nature Of Things' a series on differences between 'The Sexes', and on 'Man Alive' two programs entitled 'Life Before Birth', on pre-natal development. Both series drew substantially bigger audiences this week than the week before; 'The Sexes' going from a 6 per cent to a 9 per cent audience, the 'Life Before Birth' series increasing its audience from 6 to 8 per cent.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: NOVEMBER 24-30, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	36	84
ALL IN THE FAMILY	Fri. 8:30- 9:00	33	87
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:36	31	70
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	81
CAROL BURNETT	Thu. 8:00- 9:00	29	78
FLIP WILSON	Tue. 8:30- 9:30	28	75
CANNON	Mon. 8:30- 9:30	27	84
MARY TYLER MOORE	Tue. 8:00- 8:30	26	79
JULIE ANDREWS	Sun. 8:00- 9:00	25	69
ANNA AND THE KING	Sun. 7:30- 8:00	24	76
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	20	81
THE BEACHCOMBERS	Sun. 7:00- 7:30	19	63
MASH	Fri. 8:00- 8:30	19	79
TOMMY HUNTER	Fri. 9:00-10:00	17	84
THIS IS THE LAW	Mon. 9:30-10:00	16	73
BENNY HILL	Wed. 8:30- 9:30	14	75
CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
+ COUNTRYTIME	Sat. 10:37-11:00	11	79
'LEAVING HOME' (Drama)	Wed. 9:30-11:00	10	70
EDGE OF NIGHT	M-F 3:30- 4:00	10	85
THIS LAND	Wed. 8:00- 8:30	9	83
THE NATURE OF THINGS ('The Sexes' - Part 2)	Mon. 10:00-10:30	9	74
MAN ALIVE	Mon. 10:30-11:00	8	80
CBC WEEKEND	Sun. 10:00-11:00	8	71
FAMILY COURT	M-F 4:00- 4:30	8	81
TUESDAY NIGHT ('Les Anglais')	Tue. 10:00-11:00	7	73
+ CANADIAN COLLEGE BOWL (Vanier Cup)	Sat. 1:00- 3:42	7	76
TAKE THIRTY	M-F 3:00- 3:30	3	75
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
* COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
SPORTS WEEK	Sun. 4:45- 5:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Region).

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

Monday's 'Nature Of Things' program discussed the traditional and currently changing male and female roles in society. Like the first program, this one was much enjoyed by many who watched it (index of enjoyment, 74) though the reaction of the audience as a whole was not quite so enthusiastic as one has come to expect of most 'Nature Of Things' programs - index of enjoyment range last season a consistently high 80-91. Also, in reply to special questioning, this week's viewers were somewhat less prone than were the members of last week's audience to feel that they had learned very much from the program.

The index of audience enjoyment for Monday's 'Man Alive' program on 'Life Before Birth' was 80 - slightly lower than the record high index (85) for the part-one broadcast, but about equal to the highest level of enjoyment attained by any 'Man Alive' program last season (index range 54-79). Closely in line with audience reaction the week before, Monday's program was widely regarded by those who watched it as a clearly presented, informative, and generally worthwhile broadcast.

- At 20 per cent, the audience to this week's FRONT PAGE CHALLENGE (Tuesday 9:30-10:00 pm) was marginally bigger than any previously recorded for the series this season and just short of the average 22 per cent audience that 'Challenge' had last season when it ran at this same time on Mondays. And with Tuesday's program rating another high enjoyment index of 81, 'Front Page Challenge' is proving to be just as much enjoyed by those who watch it this season as it was last season (average index 80).
- Broadcast in the Monday 9:30-10:00 pm slot in which 'Front Page Challenge' last year maintained its 22 per cent audience, the other CBC panel quiz series, THIS IS THE LAW, continues each week to draw an audience in the 16-18 per cent range. Nor is 'This Is The Law' being enjoyed nearly as much by those who watch it as the veteran 'Challenge' series - average index to date 71 as against 'Front Page Challenge's' 80.
- THE MARKETPLACE (Thursday 10:00-10:30 pm on the metronet and on some CBC affiliate stations) this week maintained the slightly increased viewing level that it achieved on its last appearance two weeks previously - 5 per cent as against earlier viewing levels of 3-4 per cent. This week's index of enjoyment of 73, however, was considerably below average for the series. The audience record to date:

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: NOVEMBER 24-30, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	86
HYMN SING (Repeat)	Sun. 5:30- 6:00	9	82
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	78
TELESCOPE ('Lanark County Auction')	Thu. 9:00- 9:30	6	75
THE MARKETPLACE	Thu. 10:00-10:30	5	73
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	3	54
* REPLAY	Sat. 6:30- 7:00	3	\$
BANDWAGON	Thu. 9:30-10:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
TO SEE OURSELVES ('Can I Count You In?')	Fri. 10:00-10:30	3	\$
TOMMY BANKS	Fri. 10:30-11:00	3	\$
ENCOUNTER	Thu. 10:30-11:00	3	\$
VIEWPOINT	M-F 11:22-11:29	2	69
SPORTS WEEK	Sat. 3:43- 4:00	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	2	\$
THE GALLOPING GOURMET	Fri. 1:30- 2:00	1	\$
THE GALLOPING GOURMET	M-Th 2:00- 2:30	1	\$
△ PAUL BERNARD, PSYCHIATRIST	M-F 1:30- 2:00	1	\$
AUDUBON WILDLIFE THEATRE (Repeat)	Thu. 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	85
MAUDE	Thu. 7:30- 8:00	12	79
GET SMART	M-F 5:30- 6:00	10	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	75
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:40	33	85
‡ FOOTBALL - CFL (Ottawa at Hamilton)	Sun. 2:00- 4:39	29	85
+ MANNIX	Sun. 9:00-10:00	18	82
SONNY AND CHER	Fri. 7:30- 8:30	18	78
F.B.I.	Fri. 10:00-11:00	18	79
FRIDAY NIGHT MOVIE ('Lieutenant Schuster's Wife')	Fri. 8:30-10:00	18	79
ACADEMY PERFORMANCE ('The Judge And Jake Wyler')	Sat. 8:00-10:00	17	74
MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	86
IRONSIDE	Mon. 10:00-11:00	15	81
POLICE SURGEON	Sat. 7:30- 8:00	15	79
+ MEDICAL CENTER	Mon. 8:30- 9:30	15	84
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	14	79
+ PAUL LYNDE	Tue. 7:00- 7:30	14	77
+ THE BRADY BUNCH	Fri. 7:00- 7:30	14	81
SEARCH	Tue. 8:00- 9:00	13	80
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	13	84
+ DORIS DAY	Mon. 7:00- 7:30	13	73
+ GHOST STORY	Thu. 10:00-11:00	12	79
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	74
+ GEORGE	Thu. 7:00- 7:30	10	75
+ LITTLE PEOPLE	Thu. 7:30- 8:00	10	84
+ * UNTAMED WORLD	Sun. 5:00- 5:30	9	81
ANYTHING YOU CAN DO	M-F 3:30- 4:00	9	74
× * CTV NATIONAL NEWS	S-S 11:00-11:20	9	80
GEORGE KIRBY	Thu. 9:00- 9:30	8	64
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	80
IAN TYSON	Tue. 9:30-10:00	8	74
ANOTHER WORLD	M-F 3:00- 3:30	7	89
ROLLIN'	Mon. 7:30- 8:00	7	77
'THE BRITISH EMPIRE' (Part 9)	Sun. 7:30- 8:30	7	70
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	84
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	63
W5	Sun. 10:00-11:00	6	66
+ * SPORTS BEAT '72	Wed. 10:42-11:12	5	76
SOMERSET	M-F 2:30- 3:00	3	81
CANADA A.M.	M-F 7:00- 8:30	2	\$

* Re-scheduled in some areas (in case of multi-day programs, on one or more occasions).

△ Broadcast at 2:00-2:30 pm on Friday; Not telecast on Thursday.

△ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Region).

+ Not carried (on this day and at this time) on all CTV stations.

‡ Broadcast 10:30-11:00 pm in the West.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>TOPICS</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 5	Introducing the series; consumer pitfalls; reasons for high food prices; new home warranties.	4	81
Oct. 12	Failure of Ralph Nader to appear at Montreal meeting; supermarket food prices; dating services; safety of school buses.	4	84
Oct. 19	Pre-empted		
Oct. 26	Food prices; consumer warranties; cash advances, personal bank loans and interest rates.	3	75
Nov. 2	Fish prices; drug prices; deceptive advertising; additives in meat; low income housing.	3	no data
Nov. 9	Nova Scotia dairies prices; used car sales; lead content in dishes; predictions for consumers during the 1980's.	4	86
Nov. 16	Volvo cars; snow tires; Bell Canada's application for a rate increase; washer-spin dryers; dangerous china.	5	81
Nov. 23	Pre-empted		
Nov. 30	Vancouver food co-op; health foods ; interest rates and chargex plan.	5	73

- Sunday's WEEKEND (10:00-11:00 pm) drew an 8 per cent audience and rated an enjoyment index of 71 - both levels of performance about average for the series this season and last. Also unchanged this week, in the common CBC-CTV coverage area, was 'Weekend's' slight lead over the directly opposing 'W5' on CTV stations - in an audience ratio of about 7:6. The content of Sunday's program: a debate by former Commonwealth citizens now resident in Britain on the defeated legislation to limit immigration; comment on the same subject by Canadian war veterans and others; a talk with Bryce Mackasey about his resignation as Minister of Manpower and Immigration; a report on the recent West German elections; a visit to a home for mental patients in Quebec; and some comment by 'Fred Dobbs' on the subject of air pollution.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: NOVEMBER 24-30, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM				
FRI 24th	7:00- 7:30	Local Programming		15	+ THE BRADY BUNCH				
	7:30- 8:00	Not Complete Network		19	SONNY AND CHER				
	8:00- 8:30	MASH	19						
	8:30- 9:00	ALL IN THE FAMILY		32	FRIDAY NIGHT MOVIE ('Lieutenant Schuster's Wife')				
	9:00- 9:30	TOMMY HUNTER		16					
	9:30-10:00								
	10:00-10:30				19	F.B.I.			
	10:30-11:00	Not Complete Network							
SUN 26th	7:00- 7:30	THE BEACHCOMBERS		19	Not Complete Network				
	7:30- 8:00	ANNA AND THE KING		23	8	'THE BRITISH EMPIRE'			
	8:00- 8:30	JULIE ANDREWS		24					
	8:30- 9:00			Not Complete Network					
	9:00- 9:30	'CITY AND SONG'		#	20	+ MANNIX			
	9:30-10:00								
	10:00-10:30	CBC WEEKEND		7	6	W5			
	10:30-11:00								
MON 27th	7:00- 7:30	Local Programming		14	+ DORIS DAY				
	7:30- 8:00	Not Complete Network		8	ROLLIN'				
	8:00- 8:30	THE PARTRIDGE FAMILY		29	Local Programming				
	8:30- 9:00	CANNON		27	16	+ MEDICAL CENTER			
	9:00- 9:30								
	9:30-10:00	THIS IS THE LAW		16	12	PIG 'N' WHISTLE			
	10:00-10:30	THE NATURE OF THINGS ('The Sexes' - Part 2)		9					
	10:30-11:00	MAN ALIVE		7	17	IRONSIDE			
TUE 28th	7:00- 7:30	Local Programming		15	+ PAUL LYNDE				
	7:30- 8:00			#	'THE SELFISH GIANT' (cartoon)				
	8:00- 8:30	MARY TYLER MOORE		25	14	SEARCH			
	8:30- 9:00	FLIP WILSON		28					
	9:00- 9:30			Local Programming					
	9:30-10:00	FRONT PAGE CHALLENGE		19	8	IAN TYSON			
	10:00-10:30	TUESDAY NIGHT ('Les Anglaises')		6	17	MARCUS WELBY, M.D.			
	10:30-11:00								
THU 30th	7:00- 7:30	Local Programming		11	+ GEORGE				
	7:30- 8:00	Not Complete Network		10	+ LITTLE PEOPLE				
	8:00- 8:30	CAROL BURNETT		28	13	+ THE STREETS OF SAN FRANCISCO			
	8:30- 9:00								
	9:00- 9:30			8	GEORGE KIRBY				
	9:30-10:00					6	HERE COME THE SEVENTIES		
	10:00-10:30	Not Complete Network						13	+ GHOST STORY
	10:30-11:00								
S-5	11:00-11:20	CBC NEWS		12	9	* CTV NEWS			

* Broadcast 11:13-11:33 pm EST in the East.
+ Not carried (on this day and at this time) on all CTV stations.
Date not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- This week's program in the Wednesday 9:30-11:00 pm slot was LEAVING HOME, a drama by David French about the break-up of a Newfoundland family living in Toronto. Produced for television by Robert Lawrence Productions in association with the CBC, it starred Maureen Fitzgerald, Frank Moore, Mel Tuck and Sean Sullivan. The play depicted inter-personal family relationships and conflicts that many viewers seemed to find very typical of ordinary family life as they knew it ("really true to life", "just like everyday living", "I was able to relate to the situation very well...it portrayed the deep feelings of a lot of home situations", "real life style", "very typical of some families today", etc.). For the audience as a whole the index of enjoyment was 70 - about on a par with the average level of enjoyment of CBC 'Sunday At Nine' drama this season and some 12 points higher than the average index of enjoyment for CBC-produced drama over the past four seasons. The 10 per cent audience, representing some 1.3 million viewers, was slightly above average size for CBC Wednesday Night specials broadcast at this hour.
- Continuing in the Wednesday 8:30-9:30 pm slot, THE BENNY HILL SHOW, in its fifth week, is now drawing about twice as many viewers as were attracted to its debut broadcast - 14 per cent this week, again up slightly from the week before. The series is also being more enjoyed now by those who watch it than it was earlier in the season - indices of enjoyment of 75 and 73 this week and last as against indices in the lower 63-70 range for the first three shows.
- On Sunday at 7:00-7:30 pm, following 'The Wonderful World Of Disney' which itself drew a somewhat above-average audience this week, Sunday's BEACHCOMBERS drew its biggest adult-teenage audience of the season - 19 per cent, 2 percentage points bigger than weekly audiences maintained by the series since mid-October and just short of the average 21 per cent audience attracted to its predecessor, 'The Rovers', in this same slot last year. However, with this latest episode rating an enjoyment index of only 63 - just slightly below average for the series as a whole - 'The Beachcombers' continues to be much less favourably received by those who watch it than was 'The Rovers' (average index 72).

A CBC RESEARCH REPORT

TV/72/40

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 1-7, 1972

THIS WEEK

The regular Saturday and Sunday schedules were disrupted this week by special 'Grey Cup' programming: this included the 'Parade', 'Festival', 'Preview' and the Grey Cup game itself. The full network also provided live coverage of the Apollo XVII lift-off and carried an animated special titled 'Christmas Is'. In addition, CBC metronet stations presented a cartoon version of Dickens' 'A Christmas Carol'. The week also marked the season debut of 'CBC Championship Curling'.

Regular network programs pre-empted throughout the country this week included 'NFL Football', 'Sports Week', 'Music To See', 'Anna And The King', 'Maude', and one edition of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

TUESDAY NIGHT (10:00-11:00 pm) this week repeated a program first broadcast last May - 'Born To Be Small', on midgets and dwarfs. Produced in England for ITC by Lord Snowdon and Derek Hart, the documentary examined some of the problems encountered by people of small stature living in a world of relative giants, the emphasis being on the fact that, in so many respects, aside from their size, these small people are no different from people of normal stature. With many viewers rating it as a program that had been well worth watching, and one that had given them a much better understanding of small people and their problems, the documentary rated an audience enjoyment index of 82. This equals the highest index recorded for a 'Tuesday Night' program this season (the October 3 program on the French Foreign Legion) and is a higher level of audience enjoyment than that obtained by all but a few programs in last season's 'Tuesday Night' series. (No audience data is available on the original CBC presentation of 'Born To Be Small' on May 9, 1972.) The size of this week's audience was also abnormally large - 10 per cent, the biggest audience for the series to date this season, previous 'Tuesday Night' audiences all being in the 4-7 per cent range. The record:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Peewee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia in Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Legion Etrangère' - on the French Foreign Legion.	6	82
Oct. 31	A post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway.	7	80
Nov. 28	'Les Anglais' - on the English speaking minority in the Province of Quebec.	7	73
Dec. 5	'Born To Be Small' (repeat)	10	82

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: DECEMBER 1-7, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:00	34	89
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:41	33	79
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	33	85
+ GREY CUP GAME (Regina vs Hamilton)	Sun. 1:00- 4:29	31	86
MARY TYLER MOORE	Tue. 8:00- 8:30	27	81
FLIP WILSON	Tue. 8:30- 9:30	26	73
¢ CANNON	Mon. 8:30- 9:30	26	84
CAROL BURNETT	Thu. 8:00- 9:00	25	70
¢ THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	25	81
JULIE ANDREWS	Sun. 8:00- 9:00	24	76
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	23	85
'CANADA FOR THE FUN OF IT'	Sun. 9:00-10:00	22	82
+ APOLLO XVII (Life-off)	Wed. 9:45-12:53	21	75
'CHRISTMAS IS' (Cartoon)	Sun. 7:30- 8:00	20	76
* GREY CUP PARADE	Sat. 10:00- 1:12	20	82
TOMMY HUNTER	Fri. 9:00-10:00	19	81
MASH (Repeat)	Fri. 8:00- 8:30	19	78
+ GREY CUP PREVIEW	Sun. 12:00-12:58	16	79
THE BEACHCOMBERS	Sun. 7:00- 7:30	16	64
¢ THIS IS THE LAW	Mon. 9:30-10:00	14	72
* CBC NATIONAL NEWS	S-S 11:00-11:21	12	81
+ ‡ COUNTRYTIME	Sat. 10:42-11:00	11	77
EDGE OF NIGHT	M-F 3:30- 4:00	11	83
¢ BENNY HILL	Wed. 8:30- 9:30	10	72
TUESDAY NIGHT ('Born To Be Small')(Repeat)	Tue. 10:00-11:00	10	82
CBC WEEKEND	Sun. 10:00-11:00	10	65
FAMILY COURT	M-F 4:00- 4:30	9	81
* GREY CUP FESTIVAL	Sat. 1:13- 2:12	8	78
¢ THE NATURE OF THINGS ('Acupuncture')	Mon. 10:00-10:30	7	85
¢ THIS LAND	Wed. 8:00- 8:30	6	79
¢ MAN ALIVE	Mon. 10:30-11:00	4	76
* COUNTRY CANADA	Sun. 4:30- 5:00	3	73
TAKE THIRTY	M-F 3:00- 3:30	3	76
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$

- + Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).
- ¢ Pre-empted in some areas.
- * Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).
- ‡ Broadcast at 10:30-11:00 pm in the Toronto region.
- \$ Sample too small for reliable reporting of enjoyment level.

- In a program titled 'To The Very Last Drop', THIS LAND (Wednesday 8:00-8:30 pm) this week traced the history of the petroleum industry in Canada, examined oil supply in relation to customer demand, and discussed U.S. domination of the Canadian oil industry. Broadcast in all areas except Alberta and British Columbia, the program drew a 6 per cent audience as against the series' usual 9 per cent full network audience. The index of enjoyment of 79 was just short of the high index level of 82-83 attained by the five preceding 'This Land' programs this season.
- On Sunday at 10:00-11:00 pm, WEEKEND's 10 per cent audience this week was just slightly above the 9 per cent average for the current series. Viewer reaction, however, was less favourable than it has been to most 'Weekend' programs this season, the index of audience enjoyment being only 65 as against an average index of 71 for the nine previous programs. The content of Sunday's program: a talk with a woman whose teenage son had been arrested for wearing a war medal belonging to his dead father; a look at pollution in Windsor, Ontario; a comic skit on the mayoralty elections; an item on Grey Cup festivities; an interview with the stepmother of jailed IRA leader Sean MacStiofain; a look in at a party celebrating the launch of two recently published books by Canadian authors; an item on the attitudes of Americans to the Vietnam war; and a look at the recently-revived medieval sport of jousting.
- On Thursdays at 9:00-9:30 pm, on the metronet and some CBC affiliate stations, the TELESCOPE series continues to draw relatively small weekly audiences of about 6 per cent but to be generally very well received by those who watch it. This week's program, 'A Good Time On Grand Manan', covered the visit of a small dixieland jazz group from Toronto to the tiny island of Grand Manan off the coast of New Brunswick where they entertained the local community, looked at some of the interesting natural features of the island and talked with some of the inhabitants. The audience was the usual 6 per cent, the index of enjoyment 79, slightly above average for the current series and a full 10 points above the norm of last season's 'Telescope'.
- This week's audience to THE MARKETPLACE (Thursday 10:00-10:30 pm on the metronet and some affiliate stations) was also 6 per cent - slightly bigger than the audience to each of the last two editions

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 1-7, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	82
HYMN SING	Sun. 5:30- 6:00	10	84
♠ SINGALONG JUBILEE	Wed. 7:30- 8:00	9	79
THE MARKETPLACE	Thu. 10:00-10:30	6	86
TELESCOPE ('A Good Time On Grand Manan')	Thu. 9:00- 9:30	6	79
BANDWAGON	Thu. 9:30-10:00	5	63
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	48
* CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	4	78
* 'THE BATTLE OF THE SWEEPING SEXES' (Curling)	Sat. 3:00- 4:00	4	75
* REPLAY	Sat. 6:30- 7:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
TO SEE OURSELVES ('One, Two, Three Little Indians') (Repeat)	Fri. 10:00-10:30	3	\$
TOMMY BANKS	Fri. 10:30-11:00	3	\$
ENCOUNTER	Thu. 10:30-11:00	3	\$
△ VIEWPOINT	M-F 11:22-11:29	2	\$
♠ VANCOUVER INTERNATIONAL TENNIS	Sat. 2:13- 2:59	2	\$
* DOLLARS AND SENSE	Sun. 5:00- 5:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	85
'A CHRISTMAS CAROL' (cartoon)	Thu. 7:30- 8:00	11	76
GET SMART	M-F 5:30- 6:00	10	76
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	75
<u>CTV PROGRAMS</u>			
♠ HOCKEY - NHL	Wed. 8:00-10:48	26	79
♠ GREY CUP GAME (Regina vs Hamilton)	Sun. 1:00- 4:29	21	87
F.B.I.	Fri. 10:00-11:00	18	80
SONNY AND CHER	Fri. 7:30- 8:30	18	79
FRIDAY NIGHT MOVIE ('The Couple Takes A Wife')	Fri. 8:30-10:00	17	77
POLICE SURGEON	Sat. 7:30- 8:00	15	81
+ MANNIX	Sun. 9:00-10:00	15	83
+ PAUL LYNDE	Tue. 7:00- 7:30	15	79
+ IRONSIDE	Mon. 10:00-11:00	15	83
SEARCH	Tue. 8:00- 9:00	14	82
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	82
+ MEDICAL CENTER	Mon. 8:30- 9:30	13	86
ACADEMY PERFORMANCE ('The Hired Hand')	Sat. 8:00-10:00	13	61
+ GHOST STORY	Thu. 10:00-11:00	13	76
+ DORIS DAY	Mon. 7:00- 7:30	13	74
+ THE BRADY BUNCH	Fri. 7:00- 7:30	13	80
'HEAR CANADA SINGING'	Tue. 10:00-11:00	12	76
♠ GREY CUP FORECAST	Sun. 12:30-12:58	12	78
+ PIG 'N' WHISTLE	Mon. 9:30-10:00	10	77
GEORGE KIRBY	Thu. 9:00- 9:30	10	66
ANOTHER WORLD	M-F 3:00- 3:30	9	89
GREY CUP PARADE	Sat. 10:00-12:00am	9	80
ANYTHING YOU CAN DO	M-F 3:30- 4:00	9	74
NATIONAL GEOGRAPHIC SPECIAL('The Haunted West')	Sun. 7:30- 8:30	8	79
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	75
ROLLIN'	Mon. 7:30- 8:00	8	72
+ UNTAMED WORLD	Sun. 5:00- 5:30	8	83
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	79
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	86
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	7	83
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	46
W5	Sun. 10:00-11:00	5	72
SOMERSET	M-F 2:30- 3:00	4	80
+ * SPORTS BEAT '72	Wed. 10:50-11:20	4	76
CANADA A.M.	M-F 7:00- 8:30am	2	\$

♠ Pre-empted in some areas.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Pre-empted on Wednesday.

♠ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

and about twice as big as audiences attracted to the series in its first few weeks. Equalling the highest level of enjoyment previously recorded for a 'Marketplace' program and surpassing by 5 points the average index of enjoyment for the series thus far, Thursday's broadcast rated an index of 86. (For an audience record of preceding programs in 'The Marketplace' series, see last week's report TV/72/39.)

- This week's 'Sunday At Nine' (9:00-10:00 pm), CANADA FOR THE FUN OF IT, took viewers on a musical tour across Canada to observe how Canadians enjoy their winter activities. Hosted by Lorne Greene, the broadcast included performances by singers Tommy Hunter, Juliette, Myrna Lorrie, Ray St. Germain and Pierre Lalonde. The 22 per cent audience equalled in size the audience to the October 15 'Sunday At Nine' drama-documentary, 'The Woman I Love', the only CBC 'Sunday At Nine' program this season to draw a bigger audience being the series' opening 'Wayne And Shuster' special with its 31 per cent audience. Reaction to this week's musical documentary was highly favourable, many viewers being particularly enthusiastic about the documentary rather than the musical aspects of the broadcast and specially impressed by the performance of narrator Lorne Greene. The index of audience enjoyment for the program as a whole was a high 82.
- With coverage of civic election returns pre-empting it in Toronto, MAN ALIVE (Monday 10:30-11:00 pm) this week drew a below-average audience of 4 per cent. The program, 'Man In A Storm', featured an interview with Beyers Naude, leader of South Africa's anti-apartheid Afrikhaans Christian Institute. The index of enjoyment of 76 about equalled the highest indices recorded for 'Man Alive' programs last season (average index 69). This season's two preceding 'Man Alive' programs on 'Life Before Birth' were, however, even more widely enjoyed with indices of 80 and 85.
- Immediately preceding 'Man Alive' at 10:00-10:30 pm on Monday, all network stations except CBLT, Toronto and CBOT, Ottawa presented a NATURE OF THINGS program on 'Acupuncture' which discussed the uses and validity in medicine of this ancient Chinese art of healing, and included film of acupuncture techniques and interviews with various medical authorities. Widely regarded as a specially fascinating and highly informative broadcast, the program rated an audience enjoyment index of 85 - slightly higher than the current series' previous peak index

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 1-7, 1972

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 1st	7:00- 7:30	Local Programming	13	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network		
	8:00- 8:30	MASH (Repeat)	18	SONNY AND CHER
	8:30- 9:00	ALL IN THE FAMILY	33	
	9:00- 9:30			
	9:30-10:00	TOMMY HUNTER	17	FRIDAY NIGHT MOVIE ('The Couple Takes A Wife')
	10:00-10:30			
	10:30-11:00	Not Complete Network	18	F.B.I.
SUN 3rd	12:00-12:30			Not Complete Network
	12:30- 1:00	♠ GREY CUP PREVIEW	15	
				13 ♠ GREY CUP FORECAST
	1:00- 4:30	♠ GREY CUP GAME	29	23 ♠ GREY CUP GAME
	7:00- 7:30	THE BEACHCOMBERS	14	Not Complete Network
	7:00- 7:30	'CHRISTMAS IS' (cartoon)	19	
	8:00- 8:30	JULIE ANDREWS	24	9 NATIONAL GEOGRAPHIC SPECIAL ('The Haunted West')
	8:30- 9:00			Not Complete Network
	9:00- 9:30	'CANADA FOR THE FUN OF IT'	21	16 + MANNIX
	9:30-10:00			
	10:00-10:30			
	10:30-11:00	CBC WEEKEND	9	5 W5
MON 4th	7:00- 7:30	Local Programming	14	+ DORIS DAY
	7:30- 8:00	Not Complete Network	8	ROLLIN'
	8:00- 8:30	♠ THE PARTRIDGE FAMILY	24	Local Programming
	8:30- 9:00	♠ CANNON	25	14 + MEDICAL CENTER
	9:00- 9:30			
	9:30-10:00	♠ THIS IS THE LAW	13	11 + PIG 'N' WHISTLE
	10:00-10:30	♠ THE NATURE OF THINGS ('Acupuncture')	7	
	10:30-11:00	♠ MAN ALIVE	3	16 + IRONSIDE
TUE 5th	7:00- 7:30	Local Programming	16	+ PAUL LYNDE
	7:30- 8:00		9	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	26	
	8:30- 9:00		14	SEARCH
	9:00- 9:30	FLIP WILSON	25	Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	22	♠ 'LIONEL HAMPTON'S JAZZ CIRCLE'
	10:00-10:30			
	10:30-11:00	TUESDAY NIGHT ('Born To Be Small') (Repeat)	9	13 'HEAR CANADA SINGING'
THU 7th	7:00- 7:30	Local Programming		
	7:30- 8:00	Not Complete Network		♠ 'CHRISTMAS WITH THE BING CROSBYS'
	8:00- 8:30	CAROL BURNETT	24	15 + THE STREETS OF SAN FRANCISCO
	8:30- 9:00			
	9:00- 9:30			10 GEORGE KIRBY
	9:30-10:00			6 HERE COME THE SEVENTIES
	10:00-10:30	Not Complete Network		
	10:30-11:00			13 + GHOST STORY
5-5	11:00-11:20	* CBC NEWS	11	8 * CTV NEWS

♠ Telecast live.

♠ Pre-empted in some areas.

* Re-scheduled in some areas on Wednesday.

♠ Not carried (on this day and at this time) on all CTV stations.

♠ Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

of 81 for the opening documentary on the 'Lacandones', and about equal to the high average index for 'Nature Of Things' programs last season. It is perhaps a measure of the widespread appeal of the subject-matter of this program that, despite its pre-emption on two major Ontario stations, 'Acupuncture' drew an audience (7 per cent) that was about average for the immediately preceding two-weeks 'Nature Of Things' series on 'The Sexes', broadcast by the full network of CBC stations.

- CBC's English network coverage from Hamilton of this year's Saskatchewan-Hamilton Grey Cup Game, and associated programming, was very well received. With CBC commentators broadcasting the first half of the game and a CTV crew taking over for the second half, identical coverage of the GREY CUP GAME was provided by all English language stations. The audience watching the game on CBC stations this year, though substantial, was somewhat smaller than audiences recorded in recent years - 31 per cent as against CBC 'Grey Cup' audiences of 35-40 per cent in the years 1968-71. And, with viewing on CTV stations being up significantly from the year before, the CBC's usual 3:2 audience advantage over CTV coverage of the game, within the common CBC-CTV reception area, was on this occasion reduced to a marginal 5:4. The index of audience enjoyment for the closely-fought game which saw the East re-capture the Grey Cup was 86-87 - slightly above average for these CFL championship contests.
- As was the case last year, the pre-game GREY CUP PREVIEW (from 12:00-12:58 pm EST) drew an audience about half as big as that of the immediately following game. Thus, the audience to Sunday's 'Preview' was 16 per cent - 3 percentage points smaller than the audience to the 1971 'Preview program'. The last half of this 'Grey Cup Preview' ran directly against the CTV network's pre-game 'Grey Cup Forecast' and, in those areas where both were fully available, the latter was only marginally outdrawn (audience ratio about 7:6) by the hour-long CBC broadcast. With audience enjoyment of the program unchanged from last year, the index of enjoyment for the 1972 'Grey Cup Preview' was 79.
- Also just as much enjoyed as ever was the GREY CUP PARADE - index of enjoyment 82. Broadcast on Saturday morning (from 10:00 am - 1:12 pm except in B.C. and in the Atlantic Provinces where the respective start times were 9:00 am and 11:00 and 11:30 am) the event drew a 20 per cent audience across the country. This is in line with audiences in the 19-24 per cent range recorded for 'Grey Cup Parades' in the years 1966-70 but is much smaller than the 32 per cent audience attracted to the 1971 'Parade' which was telecast on a Saturday afternoon. In the common CBC-CTV area where both CBC and CTV network coverage of the 'Parade' was available, the CBC this year drew about twice as many viewers as did the CTV broadcast.

- . The hour-long GREY CUP FESTIVAL which this year immediately followed the Parade in all areas except British Columbia (where it was delayed for one hour), also drew a significantly smaller audience than it did last year - 8 per cent as against a 1971 audience of 12 per cent. This year's edition rated an index of audience enjoyment of 78.
- . In the usual 'Anna And The King' slot at 7:30-8:00 pm on Sunday the network this week presented CHRISTMAS IS, an animated cartoon about a young boy's flight in fantasy to the land of the first Christmas. The size of the adult-teenage audience was 20 per cent, somewhat below average for the pre-empted 'Anna And The King', the index of audience enjoyment among adult-teenage viewers only a moderately high 76.
- . Another cartoon program this week, carried only by CBC metronet stations, was a version of Charles Dickens' classic tale, A CHRISTMAS CAROL. Broadcast from 7:30-8:00 pm on Thursday, the program drew an adult-teenage audience (11 per cent) just slightly smaller than the usual audience to the pre-empted 'Maude' series. Narrated by Sir Michael Redgrave and featuring the voices of Alastair Sim, Michael Horden and four-year-old Alexander Williams as, respectively Scrooge, the ghost of Jacob Marley and Tiny Tim, this program also had an audience enjoyment index of 76.
- . On Wednesday evening, the network provided live coverage of the delayed lift-off of APOLLO XVII. A 21 per cent audience watched some part of the broadcast which ran from 9:45 pm - 12:53 am EST being interrupted for 18 minutes by the 'CBC National News'. The index of audience enjoyment for the 'Apollo' broadcast was 75.

A CBC RESEARCH REPORT

TV/73/1

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 8-14, 1972

THIS WEEK

Special network programming this week included a CBC-TV 20th anniversary program, 'One Thousand And One Nights'; 'The Very Merry Juliette Christmas Special'; a CBC White Paper on 'The Bible Belt'; the documentary 'Secrets Of The Deep: Saga Of The Wasa'; the second of five 'To The Wild Country' nature programs; and live coverage of the Apollo XVII lunar landing and lunar lift-off plus several late-night reports on the Apollo mission. Due to insufficient advance notice of scheduling no audience information is available for these late-evening Apollo reports. The week also marked the season debut of 'Man At The Center'.

Regular CBC programs pre-empted throughout the country this week included 'Julie Andrews', 'The Nature Of Things', 'Man Alive', 'Front Page Challenge', 'Tuesday Night', and three editions of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

Broadcast in its usual Thursday 10:00-10:30 pm slot on the metronet and on some CBC affiliate stations, THE MARKETPLACE this week had a 5 per cent audience that maintained the slightly increased viewing level of the last few weeks' programs. This week's index of enjoyment, 77, was just slightly below average for the series as a whole. The record to date:

<u>DATE</u>	<u>TOPICS</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 5	Introducing the series; consumer pitfalls; reasons for high food prices; new home warranties.	4	81
Oct. 12	Failure of Ralph Nader to appear at Montreal meeting; supermarket food prices; dating services; safety of school buses.	4	84
Oct. 19	Pre-empted		
Oct. 26	Food prices; consumer warranties; cash advances, personal bank loans and interest rates.	3	75
Nov. 2	Fish prices; drug prices; deceptive advertising; additives in meat; low income housing.	3	no data
Nov. 9	Nova Scotia dairies' prices; used car sales; lead content in dishes; predictions for consumers in the 1980's.	4	86
Nov. 16	Volvo cars; snow tires; Bell Canada's application for a rate increase; washer-spin dryers; dangerous china.	5	81
Nov. 23	Pre-empted		
Nov. 30	Vancouver food co-op; health foods; interest rates and chargex plan.	5	73

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 8-14, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
HOCKEY NIGHT IN CANADA	Sat. 8:00-10:31	34	80
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	33	85
ALL IN THE FAMILY	Fri. 8:30- 9:00	31	88
CANNON	Mon. 8:30- 9:30	30	84
FLIP WILSON	Tue. 8:30- 9:30	28	78
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	27	81
THE VERY MERRY JULIETTE CHRISTMAS SPECIAL	Sun. 9:00-10:00	27	72
CAROL BURNETT	Thu. 8:00- 9:00	26	76
MARY TYLER MOORE	Tue. 8:00- 8:30	25	80
ANNA AND THE KING	Sun. 7:30- 8:00	19	78
MASH	Fri. 8:00- 8:30	17	80
THIS IS THE LAW	Mon. 9:30-10:00	17	76
THE BEACHCOMBERS	Sun. 7:00- 7:30	17	68
TOMMY HUNTER	Fri. 9:00-10:00	17	83
TO THE WILD COUNTRY - 'Return of the Giants'	Sun. 8:00- 9:00	15	91
'1001 NIGHTS'	Wed. 8:30-10:00	14	73
CBC WEEKEND	Sun. 10:00-11:00	13	76
CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
MAN AT THE CENTER ('Grey Owl')	Mon. 10:00-11:00	13	90
+ COUNTRYTIME	Sat. 10:33-11:00	12	79
BENNY HILL (Special)	Wed. 10:30-11:00	11	64
CBC WHITE PAPER: 'THE BIBLE BELT'	Tue. 9:30-11:00	11	67
+ APOLLO XVII (Lift-off from moon)	Thu. 5:50- 6:09	10	84
EDGE OF NIGHT	M-F 3:30- 4:00	9	84
THIS LAND	Wed. 8:00- 8:30	8	82
¢ FAMILY COURT	M-F 4:00- 4:30	8	81
+ FOOTBALL - NFL (Green Bay at Minnesota)	Sun. 2:00- 4:33	7	75
△ 'SECRETS OF THE DEEP': SAGA OF THE WASA'	Wed. 10:30-11:00	5	85
+ APOLLO XVII (Lunar landing)	Mon. 2:45- 3:00	4	85
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
¢ TAKE THIRTY	M-F 3:00- 3:30	3	79
* TENNIS FINAL: MEN'S SINGLES	Sat. 2:00- 4:00	3	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
+ SPORTS WEEK	Sun. 4:34- 5:00	2	\$
‡ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions.)

¢ Joined in progress in some areas on Thursday.

△ Not telecast on CBLT (Toronto) and CBOT (Ottawa).

* Re-scheduled in some areas.

‡ Pre-empted in Ontario.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>TOPICS</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 7	Possible lead contamination in Crest toothpaste; electrical appliances; dial-a-bus; seat belts; over-the-counter drugs; contracts.	6	86
Dec. 14	Price in relation to content; consumer protection; electrical appliances, guarantees and service contracts; consumer books; car prices; funerals.	5	77

- In the usual 'Julie Andrews' slot at 8:00-9:00 pm on Sunday, the network this week presented the second of five nature specials carrying the general title, TO THE WILD COUNTRY. This one, 'Return Of The Giants', told the story of the Canada goose and its return from near extinction thanks to the efforts of environmentalists. The audience was 15 per cent - about the same size as the audience (on Sunday November 19) to the first 'Wild Country' program on the Yukon's Kluane National Park, though much smaller than the usual 26 per cent audience to the pre-empted 'Julie Andrews'. Also in line with the 'Kluane' program, the great majority of those who watched 'Return Of The Giants' very much enjoyed it and were specially impressed by the wildlife photography. So also was there a widespread feeling among those who watched Sunday's program that they had learned a great deal about the Canada goose and its habits that they hadn't known before. The resultant index of audience enjoyment was 91 - virtually the same very high level of enjoyment as that attained by the 'Kluane' program (index 92).

- Following this, at 9:00-10:00 pm on Sunday, the network presented THE VERY MERRY JULIETTE CHRISTMAS SPECIAL, a program of seasonal music and comedy, hosted by singer Juliette and featuring impersonator Rich Little, singer Jerry Reed and the St. Michael's Boys Choir. The audience was 27 per cent, a specially big audience for a program broadcast in the Sunday 9:00-10:00 pm slot, substantially bigger than the above-average audience to last week's 'Canada For The Fun Of It' and the October 15 'The Woman I Love' drama-documentary (both 22 per cent), and (in this 'Sunday At Nine' slot), surpassed only by the 31 per cent audience to the September 10 'Wayne and Shuster' show. 'The Very Merry...'

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: DECEMBER 8-14, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	84
* HYMN SING	Sun. 5:30- 6:00	9	82
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	77
TELESCOPE (Ken Dryden)	Thu. 9:00- 9:30	6	78
THE MARKETPLACE	Thu. 10:00-10:30	5	77
* ALAN HAMEL COMEDY BAG (Repeat)	Sat. 7:00- 7:30	4	56
TOMMY BANKS	Fri. 10:30-11:00	4	63
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	4	72
TO SEE OURSELVES ('Aunt Hilda Sends Her Love')	Fri. 10:00-10:30	4	68
* REPLAY	Sat. 6:30- 7:00	4	79
* UPDATE	Sat. 6:00- 6:30	3	\$
BANDWAGON (Repeat)	Thu. 9:30-10:00	3	\$
VIEWPOINT	Th&F 11:22-11:29	2	\$
ENCOUNTER	Thu. 10:30-11:00	1	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
△ THE GALLOPING GOURMET	M-F 2:00- 2:30	1	\$
△ AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	85
MAUDE	Thu. 7:30- 8:00	12	78
GET SMART	M-F 5:30- 6:00	9	79
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	78
<u>CTV PROGRAMS</u>			
* HOCKEY - NHL	Wed. 8:00-10:29	27	83
SONNY AND CHER	Fri. 7:30- 8:30	17	76
MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	82
IRONSIDE	Mon. 10:00-11:00	16	85
+ MANNIX	Sun. 9:00-10:00	16	81
POLICE SURGEON	Sat. 7:30- 8:00	15	77
ACADEMY PERFORMANCE ('Fireball Forward')	Sat. 8:00-10:00	14	73
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	14	78
+ MEDICAL CENTER	Mon. 8:30- 9:30	14	84
+ PAUL LYNDIE	Tue. 7:00- 7:30	14	79
+ THE BRADY BUNCH	Fri. 7:00- 7:30	13	83
FRIDAY NIGHT MOVIE ('Kung-Fu')	Fri. 8:30-10:00	12	73
+ DORIS DAY	Mon. 7:00- 7:30	12	75
+ GHOST STORY	Thu. 10:00-11:00	12	75
SEARCH	Tue. 8:00- 9:00	11	79
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	81
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	10	84
+ UNTAMED WORLD	Sun. 5:00- 5:30	9	81
+ GEORGE	Thu. 7:00- 7:30	9	68
CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
GEORGE KIRBY	Thu. 9:00- 9:30	8	70
'OF MEN AND WOMEN'	Fri. 10:00-11:00	8	59
ANOTHER WORLD	Tu-F 3:00- 3:30	8	88
ANYTHING YOU CAN DO	M-F 3:30- 4:00	8	73
IAN TYSON	Tue. 9:30-10:00	7	65
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	83
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	6	73
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	82
ROLLIN'	Mon. 7:30- 8:00	6	76
W5	Sun. 10:00-11:00	5	75
SOMERSET	M-F 2:30- 3:00	4	82
HERE COME THE SEVENTIES	Thu. 9:30-10:00	4	67
+ SPORTS BEAT '72	Wed. 10:30-11:00	3	\$
CANADA A.M.	M-F 7:00- 8:30	2	\$

* Re-scheduled in some areas.

△ Pre-empted in some areas on Monday.

* Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic

+ Not carried (on this day and at this time) on all CTV stations.

Regions)

\$ Sample too small for reliable reporting of enjoyment level.

program was not, however, very much enjoyed by many who watched it, the index of enjoyment of 72 for the audience as a whole being about three index points below average for network programs generally, and no less than 10 index points lower than the enjoyment index for last year's half-hour 'Juliette' Christmas show - on Wednesday December 22 at 10:00-10:30 pm.

- With the 'Juliette' Christmas special providing a much bigger-than-usual lead-in audience, WEEKEND (Sunday 10:00-11:00 pm) this week drew an audience of 13 per cent - almost half as big again as the usual weekly audience to the series both this season and last, and about equal in size to the average 'Weekend' audience of the previous, 1970-71 season. With this bigger national audience for 'Weekend' also reflected in the common CBC-CTV reception area, the CBC series this week had an unusually big (2:1) audience lead over the opposing 'W5' program. With an index of audience enjoyment of 76, this week's edition of 'Weekend' was also one of the more favourably received of recent 'Weekend' broadcasts (average index this year and last, 70-71). The content: an item on the resumption of the search for the plane lost in the Northwest Territories; a report on the demise of Life Magazine; a look at a Guelph University course on human sexuality; a report on living conditions on an Alberta Indian Reservation; an interview with Ontario M.P.P. Dr. Morton Shulman; an item concerning the reunion of one David Bradd with his long-lost mother; an excerpt from a performance by Chinese acrobats currently on tour in Canada; and a brief talk with 'Fred Dobbs'.
- At 10:00-11:00 pm on Monday, MAN AT THE CENTER made its season debut with a documentary on the life and work of the flamboyant and enigmatic 'Grey Owl', the Englishman who concealed his identity by becoming a self-proclaimed Canadian Indian and who achieved national and ultimately world fame in the 1930's as a pioneer conservationist and naturalist, author and lecturer. The program was very well received, the great majority of viewers rating it as clearly presented, highly informative and generally well worth watching. The result was an index of audience enjoyment of 90 - the highest-ever index of enjoyment for a 'Man At The Center' program since the series began in 1967, and ranking it among the two or three most enjoyed 'information' programs this season. The audience also was unusually large - at 13 per cent not quite a record for 'Man At The Center' but about equal to the previous peak audience for several programs in the 'Male and Female' sub-series in the 1969-70 season. This 13 per cent for Monday's 'Grey Owl' program was also much bigger than the usual audiences to the two programs that it pre-empted in the 10:00-11:00 pm slot - about half as big again as the average audience this season to 'The Nature Of Things', and nearly twice the size of this season's average audience to 'Man Alive'.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 8-14, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 8th	7:00- 7:30	Local Programming			14	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network			18	SONNY AND CHER
	8:00- 8:30	MASH	17			
	8:30- 9:00	ALL IN THE FAMILY		31		
	9:00-9:30	TOMMY HUNTER	15	13	FRIDAY NIGHT MOVIE ('Kung-Fu')	
	9:30-10:00					
	10:00-10:30	Not Complete Network			9	'OF MEN AND WOMEN'
SUN 10th	7:00- 7:30	THE BEACHCOMBERS		17	Not Complete Network	
	7:30- 8:00	ANNA AND THE KING		18	#	THE BOB HOPE SPECIAL
	8:00- 8:30	TO THE WILD COUNTRY - 'Return Of The Giants'		15		
	8:30- 9:00				Not Complete Network	
	9:00- 9:30	THE VERY MERRY JULIETTE CHRISTMAS SPECIAL	26	17	+	MANNIX
	9:30-10:00					
	10:00-10:30	CBC WEEKEND		12	6	W5
MON 11th	7:00- 7:30	Local Programming			13	+ DORIS DAY
	7:30- 8:00	Not Complete Network			6	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY		26	Local Programming	
	8:30- 9:00	CANNON		29	14	+ MEDICAL CENTER
	9:00- 9:30	THIS IS THE LAW		16	11	PIG 'N' WHISTLE
	10:00-10:30	MAN AT THE CENTER ('Grey Owl')		12	17	IRONSIDE
	10:30-11:00					
TUE 12th	7:00- 7:30	Local Programming			14	+ PAUL LYNDE
	7:30- 8:00				7	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE		25	12	SEARCH
	8:30- 9:00	FLIP WILSON		28		
	9:00- 9:30				Local Programming	
	9:30-10:00	CBC WHITE PAPER:-'THE BIBLE BELT'		11	8	IAN TYSON
	10:00-10:30				17	MARCUS WELBY, M.D.
10:30-11:00						
THU 14th	7:00- 7:30	Local Programming			10	+ GEORGE
	7:30- 8:00	Not Complete Network			#	'HOW THE GRINCH STOLE CHRISTMAS'
	8:00- 8:30	CAROL BURNETT		25	11	+ THE STREETS OF SAN FRANCISCO
	8:30- 9:00					
	9:00- 9:30				9	GEORGE KIRBY
	9:30-10:00	Not Complete Network			5	HERE COME THE SEVENTIES
	10:00-10:30				12	+ GHOST STORY
10:30-11:00						
S-S	11:00-11:20	CBC NEWS		11	9	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.
Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- In the Tuesday 9:30-11:00 pm slot normally occupied by 'Front Page Challenge' and 'Tuesday Night', the network this week presented a CBC WHITE PAPER: THE BIBLE BELT. Subtitled 'The Politics of The Second Coming', the program chronicled the rise and spread of the Protestant fundamentalist movement in the Prairies during the 1920's and 30's and its effect on Canadian politics then and now. The audience was 11 per cent - much smaller than recent audiences of 19-23 per cent to 'Front Page Challenge' but significantly bigger than the usual 10:00-11:00 pm 'Tuesday Night' audience of 6-7 per cent. Viewer reaction to the 'White Paper' was not particularly favourable, the index of enjoyment being just 67. Nor did reaction to the program vary significantly between men and women viewers, between young and old, nor between viewers in the East and those living in the Western parts of the country. In addition to the customary adverse reaction to most programs of a political nature, some viewers were clearly not much interested in the religious theme while others who were interested felt that the program 'dragged' and might have been compressed into a shorter time span. This 67 index does, however, represent a more favourable audience reaction than that accorded the CBC's earlier 'White Paper' on a political subject - the January 1971 study of the role of the backbencher in the parliamentary process. With about the same size of audience as this week's 'Bible Belt', this January '71 special had an index of enjoyment of only 44.
- In a program titled 'A Student Of The Game', TELESCOPE (Thursday, 9:00-9:30 pm on the metronet and some affiliate stations) this week profiled the life of Montreal Canadiens' goalie Ken Dryden, visited him at home with his family and talked with him about his hockey career and his days as a McGill University student. The audience was 6 per cent, unchanged from most weeks this season, the index of enjoyment 78, about average for 'Telescope' this season. The record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 14	A tour of the Vancouver Public Aquarium	6	83
Sept. 21	A tour of Nashville with country music fans	6	70
Sept. 28	Pre-empted		
Oct. 5	A visit to the Royal Ontario Museum	4	74
Oct. 12	Profile of retired businessman-financier E.P. Taylor.	7	79
Oct. 19	Pre-empted		

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 26	Profile of singer-composer Paul Anka	7	75
Nov. 2	Reminiscences of the early Canadian West by author James Gray	4	84
Nov. 9	Profile of journalist-broadcaster Henry Morgan	6	72
Nov. 16	Pre-empted		
Nov. 23	Profile of magician Doug Henning	6	79
Nov. 30	Visit to an Ottawa Valley farm auction	6	75
Dec. 7	Visit to Grand Manan Island in the Bay of Fundy	6	79
Dec. 14	Profile of Montreal Canadiens' goalie Ken Dryden	6	78

Titled 'A Certain Shame', this week's edition of THIS LAND (Wednesday 8:00-8:30 pm) traced the history of fur trapping in Canada from the days of the voyageurs. As a plea for more humane trapping methods, the documentary included film footage of the death agonies of animals caught in the currently widely-used steel traps. In their reactions to the program, many viewers expressed themselves very strongly in support of any measures that might put an end to such apparently cruel methods of trapping and, although some were clearly repulsed by the scenes of animal suffering, the program generally was very well received with many feeling that they had learned a lot about trapping methods that they hadn't known before. The index of enjoyment, 82, maintained the high level of performance that is characteristic of 'This Land', the audience size, at 8 per cent, also being about average for the series this season. The record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 26	'A Look At This Land' - a film trip across Canada	4	83
Nov. 1	'Cry Of The Whales' - on the future of the whale industry	6	83
Nov. 8	Pre-empted		

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 15	'West Coast Trail' - a trip along the Canadian Pacific coastline	9	82
Nov. 22	'To Take A Stand' - on the Quebec timber industry	9	82
Nov. 29	'Great Bear Lake' - the ecology of Great Bear Lake in the Northwest Territories	9	83
Dec. 6	'To The Very Last Drop' - Canada's petroleum industry (Pre-empted in Alberta and B.C.)	6	79
Dec. 13	'A Certain Shame' - animal trapping for fur	8	82

- This week's program in the TO SEE OURSELVES drama series (Friday 10:00-10:30 pm on the metronet and some affiliated stations) was a comedy, by Ron Taylor, entitled 'Aunt Hilda Sends Her Love' - about the unusual adventures of two lonely people. Though small (4 per cent) the audience was just big enough this week, for almost the first time this season, to provide a measure of audience enjoyment - index 68. This is above average (index 61) for the current 'To See Ourselves' series as a whole, and for this season's CBC-produced drama in general (index 58).

- To mark the 20th anniversary of CBC television, the network this week, on Wednesday from 8:30-10:00 pm, presented a 90-minute special, ONE THOUSAND AND ONE NIGHTS. The program featured film clips of early personalities involved with CBC television over the past two decades. Sharing hosting duties were Frank Peppiat and John Aylesworth, Juliette, Gordie Tapp and Pierre Berton. As was perhaps to be expected, the show was more enjoyed by older viewers aged 50 plus than by viewers aged under 50 (indices of enjoyment 76 and 70 respectively). With these two groups each comprising about half the total audience, the resultant index of enjoyment for the audience as a whole was 73 - slightly below average for network programs in general. The size of the audience to 'One Thousand And One Nights' was 14 per cent - not a large audience for a prime-time light entertainment special but nonetheless about half as big again as the average audience for CBC 'Wednesday Night' specials broadcast at about this hour these past two seasons.

- With last week marking the end of the regular one-hour BENNY HILL SHOW on Wednesdays at 8:30-9:30 pm, the British comedy series this week presented a special half-hour pantomime skit, entirely without dialogue. Broadcast in the later 10:00-10:30 pm slot, it drew an audience (11 per cent) somewhat smaller than the peak 13-14 per cent audiences of recent hour-long 'Benny Hill' programs but about equal in size to the average audience for the series as a whole. However, with a substantial minority of those who watched this special being not too favourably impressed by it, the index of enjoyment for the audience as a whole was just 64 - six index points below the average index of audience enjoyment (70) for the six regular one-hour 'Benny Hill' programs presented on the CBC network this season.
- On Monday and Thursday this week the network provided live coverage of the APOLLO XVII lunar landing and lunar lift-off. The landing, broadcast from 2:45-3:00 pm eastern time, drew a small 4 per cent audience (about 450,000 viewers), the lift-off at 5:50-6:09 pm eastern time a 10 per cent audience (about 1.2 million viewers). Like most previous Apollo broadcasts, these two proved of great interest to those who watched them, the index of audience enjoyment in each case being 84-85.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/3

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 15-21, 1972

THIS WEEK

Special programming on the full network this week included live coverage of the Apollo 17 splashdown, The National Ballet of Canada's performance of 'The Sleeping Beauty', 'Donald Swann's Christmas Candle' and 'Noel à l'Ile aux Grues'. The network also carried highlights of the 'St. John's Brier', 'The World Curling Championships' and 'Standardbred Champions 1972'; due to insufficient notice of scheduling, however, no audience information is available on these three programs.

Regular CBC programs pre-empted throughout the country this week included: 'Canadian College Sports' and 'The Nature Of Things'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Wednesday, 8:30-10:00 pm, the network presented the world première of the new Rudolf Nureyev version of Tchaikowsky's THE SLEEPING BEAUTY, performed by the National Ballet of Canada and featuring guest artist Nureyev as Prince Florimund and Veronica Tennant as Princess Aurora. The program drew a substantial 19 per cent audience, representing some 2.4 million adult and teenage viewers, and by TV performing arts standards was very well received with an index of enjoyment of 76. While not the biggest CBC audience on record for a televised ballet (a Sunday evening presentation of 'Cinderella' in Christmas week 1968 attracted just under 3 million viewers) this 2.4 million for 'The Sleeping Beauty' is still an abnormally large audience for an arts program; it is, in fact, about twice the size of the average audience these past few years for CBC 'Wednesday Night' specials at about this hour - most of them directly opposed (as 'The Sleeping Beauty' was) by an NHL hockey game on CTV stations throughout part of the country. Perhaps even more significant was the highly favourable viewer reaction. For the audience as a whole, the level of enjoyment (index 76) was the highest yet attained by a CBC ballet production - cf 'Swan Lake' index 67, 'Cinderella' index 63, 'Romeo and Juliet' index 61. And, as on each of these previous occasions, audience enjoyment was most widespread in the major urban centres where the index of enjoyment for 'The Sleeping Beauty' reached a specially high 82.
- On Sunday at 9:00-10:00 pm the network carried the second WAYNE AND SHUSTER COMEDY SPECIAL of the season. At 24 per cent the audience was much smaller than the audience to the season's first 'Wayne and Shuster' show (31 per cent) and slightly smaller than the 27-28 per cent audiences to last season's first two 'W & S' specials (all broadcast in the same 'Sunday At Nine' slot). This decline in viewing is most probably attributable to the much stiffer CTV opposition to this week's show. Whereas other 'Wayne and Shuster' specials have run directly against public affairs programs on CTV stations (a repeat documentary on 'India' last September and 'W5' on most previous occasions), the CTV opposition to Sunday's show was the popular crime drama 'Mannix'. While 'Wayne and Shuster' outdrew 'Mannix' - in an audience ratio of close to 2:1 - this is a much narrower audience advantage than 'W & S' usually has over CTV public affairs programming. By and large, however, whatever the opposition, these 'Wayne and Shuster' specials continue to be among the biggest attractions in this 'Sunday At Nine' slot, so far this season only the December 10 'Juliette'

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: DECEMBER 15-21, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:41	34	73
ALL IN THE FAMILY	Fri. 8:30- 9:00	33	86
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	32	86
CANNON	Mon. 8:30- 9:30	29	84
CAROL BURNETT	Thu. 8:00- 9:00	27	75
THE PARTRIDGE FAMILY (repeat)	Mon. 8:00- 8:30	26	81
FLIP WILSON	Tue. 8:30- 9:30	26	77
JULIE ANDREWS	Sun. 8:00- 9:00	25	82
THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	24	73
MARY TYLER MOORE	Tue. 8:00- 8:30	24	82
TOMMY HUNTER	Fri. 9:00-10:00	19	82
ANNA AND THE KING	Sun. 7:30- 8:00	19	78
'THE SLEEPING BEAUTY' (ballet)	Wed. 8:30-10:00	19	76
MASH	Fri. 8:00- 8:30	18	81
THE BEACHCOMBERS	Sun. 7:00- 7:30	17	67
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	16	82
THIS IS THE LAW	Mon. 9:30-10:00	15	74
CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
+ COUNTRYTIME	Sat. 10:42-11:00	11	73
EDGE OF NIGHT	M-F 3:30- 4:00	10	83
CBC WEEKEND	Sun. 10:00-11:00	10	70
MAN ALIVE	Mon. 10:00-11:00	8	86
THIS LAND	Wed. 8:00- 8:30	8	79
+ APOLLO XVII (Splashdown)	Tue. 2:00- 3:29	8	88
'DONALD SWANN'S CHRISTMAS CANDLE'	Wed. 10:00-10:30	8	56
△ FAMILY COURT	M-F 4:00- 4:30	7	79
+ FOOTBALL - NFL (Kansas at Atlanta)	Sun. 1:00- 3:42	6	71
TUESDAY NIGHT ('Thy Kingdom Come')	Tue. 10:00-11:00	5	77
'NOEL A L'ILE AUX GRUES'	Wed. 10:30-11:00	4	\$
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
* COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
△ TAKE THIRTY	M-F 3:00- 3:30	2	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
SPORTS WEEK	Sun. 3:43- 4:00	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Region).

Δ Pre-empted on Tuesday.

△ Pre-empted in some areas on Tuesday.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

Christmas special pulling a bigger (27 per cent) audience.

Viewer reaction to the different parts of Sunday's show tended however, to be uneven. The 'TV Commercials' and 'Hockey League' skits were by far the most widely enjoyed (indices of enjoyment 79 and 76 respectively), the 'Non-musical Symphony' much the least favourably received with a low index of 48. Falling between these extremes, with indices of 65 and 68 respectively, were the 'All-girls Band' and the program's main skit on 'The Burning of Rome'. The net result was an index of enjoyment of 73 for the program as a whole - like the opening 'Wayne and Shuster' show this season, slightly below the average level of audience enjoyment for network programs in general.

- On Wednesday at 10:00-10:30 pm, the network carried a British production, DONALD SWANN'S CHRISTMAS CANDLE, a half-hour of choral music on the Christmas theme, plus songs and reminiscences by host-pianist Donald Swann. The audience was 8 per cent, the index of enjoyment a low 56 - the lowest level of enjoyment this week for any program with the single exception of the consistently much criticized 'Al Hamel' show which had a characteristic index this week of 45.
- Then on Tuesday, from 2:00-3:29 pm eastern time, the network provided live coverage of the APOLLO 17 SPLASHDOWN. The audience was 8 per cent, less than half the size of audiences (in the 19-22 per cent range) for splashdowns of previous space missions - presumably an indication of growing public complacency about events that, with each successive and successful space mission, are seeming to become increasingly routine. Those who do still watch these spectacles, however, tend to enthuse about them just as much as did those who followed the earlier Apollo missions - index of enjoyment for this week's splashdown a high 88.
- On Monday at 10:00 pm MAN ALIVE presented an hour-long profile of Dr. Robert McClure, former moderator of the United Church of Canada who has now returned to his earlier work as a medical missionary. The program talked with Dr. and Mrs. McClure about their present life in Malaysia and previous experience in India and China. Widely regarded by those who watched it as a broadcast that had been informative and well worth seeing, the program rated an enjoyment index of 86 that maintained the generally high level of 'Man Alive's performance so far this season. This is

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: DECEMBER 15-21, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	17	83
HYMN SING	Sun. 5:30- 6:00	9	84
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	79
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	5	74
THE MARKETPLACE	Thu. 10:00-10:30	4	78
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	45
TO SEE OURSELVES ('Michael In The Morning')	Fri. 10:00-10:30	3	60
* UPDATE	Sat. 6:00- 6:30	3	\$
TOMMY BANKS	Fri. 10:30-11:00	3	\$
TELESCOPE (Poet Alden Nowlan)	Thu. 9:00- 9:30	3	\$
* REPLAY	Sat. 6:30- 7:00	3	\$
BANDWAGON	Thu. 9:30-10:00	2	\$
VIEWPOINT	M-F 11:22-11:29	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
* DOLLARS AND SENSE	Sun. 4:00- 4:30	2	\$
△ THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
△ AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	18	85
MAUDE (repeat)	Thu. 7:30- 8:00	11	77
GET SMART	M-F 5:30- 6:00	9	78
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	75
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:32	25	77
SONNY AND CHER	Fri. 7:30- 8:30	18	81
MARCUS WELBY, MD	Tue. 10:00-11:00	17	82
IRONSIDE	Mon. 10:00-11:00	16	83
FRIDAY NIGHT MOVIE ('Mystery Of The Green Feather')	Fri. 8:30-10:00	15	77
POLICE SURGEON	Sat. 7:30- 8:00	15	76
ACADEMY PERFORMANCE ('The Snoop Sisters')	Sat. 8:00-10:00	15	77
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	14	82
F.B.I.	Fri. 10:00-11:00	14	79
+ PAUL LYNDE	Tue. 7:00- 7:30	14	79
+ MEDICAL CENTER	Mon. 8:30- 9:30	13	83
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	71
SEARCH	Tue. 8:00- 9:00	13	81
+ THE BRADY BUNCH	Fri. 7:00- 7:30	13	79
'TWO CHRISTMASSES-SANDLER AND YOUNG'	Sun. 7:30- 8:30	12	82
+ MANNIX	Sun. 9:00-10:00	12	83
+ DORIS DAY	Mon. 7:00- 7:30	10	73
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	10	81
+ GEORGE	Thu. 7:00- 7:30	9	74
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
GEORGE KIRBY	Thu. 9:00- 9:30	8	63
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	78
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	78
W5	Sun. 10:00-11:00	7	76
+ UNTAMED WORLD	Sun. 5:00- 5:30	7	84
△ ANOTHER WORLD	M-F 3:00- 3:30	7	90
IAN TYSON (repeat)	Tue. 9:30-10:00	7	68
ROLLIN'	Mon. 7:30- 8:00	6	73
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	84
+ 'SEASONS GREETINGS FROM MIKE DOUGLAS'	Thu. 10:00-11:00	6	71
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	71
SOMERSET	M-F 2:30- 3:00	4	82
+ SPORTS BEAT '72	Wed. 10:35-11:05	3	\$
CANADA A.M.	M-F 7:00- 8:30 am	2	\$

- * Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).
- △ Pre-empted on Tuesday.
- △ Pre-empted in some areas on Tuesday.
- ‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Region).
- + Not carried (on this day and at this time) on all CTV stations.
- \$ Sample too small for reliable reporting of enjoyment level.

reflected in an average index of enjoyment of 82 for the four programs broadcast in the current series as against a much lower average index of 68 last season. The size of this week's audience, 8 per cent, represents about a million viewers.

- TELESCOPE lost about half its normal audience this week when it ventured into the field of poetry with a profile of Governor-General's Award-winning poet, Alden Nowlan. On Thursday at 9:00-9:30 pm, on the usual limited network of CBC and affiliated stations, the audience was 3 per cent - just too small an audience to provide any indication of the extent to which those who did watch the program enjoyed it.
- THIS LAND (Wednesday 8:00-8:30 pm) drew its usual 8 per cent audience this week with a program entitled 'The White North' that visited Inuvik and Hay River in the Northwest Territories and looked at the ways of life and work habits of both the indigenous Indian and Metis people, and the white residents, in these areas. The index of audience enjoyment was 79 - just 4 points short of the high enjoyment norm for preceding programs in this much enjoyed series.
- Concluding its three-month run in the Friday 10:00-10:30 pm slot on the metronet and on some CBC affiliated stations, the TO SEE OURSELVES drama series this week presented 'Michael In The Morning', a play by Gordon Pinsent about a young Toronto lawyer who returns to his rural Newfoundland birthplace for the funeral of his brother and, during his stay, comes to grips with his own personal problems. Starring were Michael Reynolds, Sabina Maydelle and Ted Henley. The audience was 3 per cent, close to average for the current series and, though small, if anything slightly bigger than the average audience to the 'To See Ourselves' series last year when it ran on about the same number of stations in the earlier 9:30-10:00 pm slot on Thursdays. Most weeks this season, audiences have been too small to provide indications of which individual dramas were most enjoyed, which least enjoyed by those who watched them. The general indication however is that, on the whole, the current series, with an average index of enjoyment of 62, was just slightly more enjoyed by its viewers than the 'To See Ourselves' series last season.
- As a follow-up to last week's special 90-minute 'CBC White Paper: The Bible Belt', TUESDAY NIGHT (10:00-11:00 pm) this week presented 'Thy Kingdom Come', dealing with the short and long-term effects of early 20th Century Protestant evangelism and "social gospel" on

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC CTV COVERAGE AREAS

WEEK: DECEMBER 15-21, 1972

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC CTV COMMON AREAS		CTV PROGRAM
FRI 15th	7:00- 7:30	Local Programming		14	* THE BRADY BUNCH
	7:30- 8:00	Not Complete Network			
	8:00- 8:30	MASH	17	20	SONNY AND CHER
	8:30- 9:00	ALL IN THE FAMILY	32		
	9:00- 9:30	TOMMY HUNTER	19	16	FRIDAY NIGHT MOVIE ('Mystery of the Green Feather')
	9:30-10:00				
	10:00-10:30	Not Complete Network		15	F.B.I.
	10:30-11:00				
SUN 17th	7:00- 7:30	THE BEACHCOMBERS	16		Not Complete Network
	7:30- 8:00	ANNA AND THE KING	19		
	8:00- 8:30	JULIE ANDREWS	25	13	'TWO CHRISTMASSES-SANDLER AND YOUNG'
	8:30- 9:00				Not Complete Network
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	24	13	* MANNIX
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	9	8	W5
	10:30-11:00				
MON 18th	7:00- 7:30	Local Programming		11	* DORIS DAY
	7:30- 8:00	Not Complete Network		7	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY (repeat)	26		Local Programming
	8:30- 9:00	CANNON	28	14	* MEDICAL CENTER
	9:00- 9:30	THIS IS THE LAW	15	14	PIG 'N' WHISTLE
	9:30-10:00				
	10:00-10:30	MAN ALIVE	8	17	IRONSIDE
	10:30-11:00				
TUE 19th	7:00- 7:30	Local Programming		15	* PAUL LYND
	7:30- 8:00			9	* HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	24	13	SEARCH
	8:30- 9:00	FLIP WILSON	26		Local Programming
	9:00- 9:30	FRONT PAGE CHALLENGE	15	7	IAN TYSON (repeat)
	9:30-10:00				
	10:00-10:30	TUESDAY NIGHT ('Thy Kingdom Come')	5	17	MARCUS WELBY, M.D.
	10:30-11:00				
THU 21st	7:00- 7:30	Local Programming		10	* GEORGE
	7:30- 8:00	Not Complete Network		#	* LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	27	10	* THE STREETS OF SAN FRANCISCO
	8:30- 9:00			9	GEORGE KIRBY
	9:00- 9:30			6	HERE COME THE SEVENTIES
	9:30-10:00	Not Complete Network			
	10:00-10:30			7	* 'DON'T GREETINGS FROM MIKE DOUGLAS'
	10:30-11:00				
S-S	11:00-11:20	CBC NEWS	17	9	* CTV NEWS

* Broadcast 11:05-11:25 pm EST in the East.
+ Not carried (on this day and at this time) on all CTV stations.
Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

Canadian politics of the Left. The program traced the alliance between the political apostles, prohibitionists and organized labour in a battle against Canada's social and political ills and chronicled the career of evangelist-politician J.S. Woodsworth, founder of the CCF Party. Though the 5 per cent audience was only about half as big as the audience to last Tuesday's (9:30-11:00 pm) 'Bible Belt' program, and smaller also than audiences in the 7-10 per cent range for the last three 'Tuesday Night' programs, viewer reaction to 'Thy Kingdom Come' was generally favourable. Widely praised for the clarity of its presentation, the program rated an enjoyment index of 77 - about average for 'Tuesday Night' this season and a full 10 points higher than the index of enjoyment of the previous week's 'Bible Belt' special. The record for the current 'Tuesday Night' series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Pee wee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia in Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Légion Etrangère' - on the French Foreign Legion.	6	82
Oct. 31	A post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway.	7	80
Nov. 28	'Les Anglais' - on the English speaking minority in the Province of Quebec.	7	73
Dec. 5	'Born To Be Small' (a repeat) - on midgets and dwarfs.	10	82
Dec. 19	'Thy Kingdom Come' - on the effects of "social gospel" on Canadian politics of the Left.	5	77

A CBC RESEARCH REPORT

TV/73/4

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 22-28, 1972

THIS WEEK

The Christmas week schedule included several special programs. Audience information is available on some of these: 'The Queen's Christmas Message', coverage of the 'Christmas Mass' from the Vatican, a repeat broadcast of the opera 'La Rondine' and a musical 'Christmas Celebration' from Winnipeg. Due to late notice of scheduling, however, no audience data is available on several other of this week's specials - including those marking the deaths of former Prime Minister Lester Pearson and former U.S. President Harry Truman.

In a week that marked the season's debut of 'Man At The Top' and 'Program X', many regular network series were pre-empted: 'Mash', 'Al Hamel', 'Provincial Affairs', 'Music To See', 'Anna And The King', 'The Partridge Family', 'The Nature Of Things', 'Mary Tyler Moore', 'Carol Burnett', two editions of 'Viewpoint' and one of 'Edge of Night'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- This week's TELESCOPE (Thursday, 9:00-9:30 pm on the metronet and some affiliated stations) dealt with the telephone - its history, development and possible future use. While the 5 per cent audience was just slightly below average for 'Telescope' this season, viewer reaction to 'The Wondrous Telephone' was much less favourable than to any previous program in the current series, the index of enjoyment being only 66 as against an average index of 76 for a series that has occasionally peaked into the 80's. A special study of this week's 'Telescope' (the results of which have been separately reported) indicates that while those parts of the program dealing with the invention and history of the telephone were relatively well received, the comic and dramatized sections of the program were much less enjoyed. The audience record for the current 'Telescope' series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 14	A tour of the Vancouver Public Aquarium	6	83
Sept. 21	A tour of Nashville with country music fans	6	70
Sept. 28	Pre-empted		
Oct. 5	A visit to the Royal Ontario Museum	4	74
Oct. 12	Profile of retired business- man-financier E.P. Taylor	7	79
Oct. 19	Pre-empted		
Oct. 26	Profile of singer-composer Paul Anka	7	75
Nov. 2	Reminiscences of the early Canadian West by author James H. Gray	4	84
Nov. 9	Profile of journalist- broadcaster Henry Morgan	6	72
Nov. 16	Pre-empted		

continued...

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 22-28, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:35	31	83
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	29	84
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	23	77
FLIP WILSON	Tue. 8:30- 9:30	22	76
TOMMY HUNTER (Repeat)	Fri. 9:00-10:00	20	87
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	82
JULIE ANDREWS (Repeat)	Sun. 8:00- 9:00	18	75
CANNON	Mon. 8:30- 9:30	18	83
THE BEACHCOMBERS	Sun. 7:00- 7:30	13	74
CBC NATIONAL NEWS	S-S 11:00-11:21	13	83
'CHRISTMAS CELEBRATION'	Sun. 9:00-10:00	12	82
+ COUNTRYTIME	Sat. 10:36-11:00	11	78
* QUEEN'S CHRISTMAS MESSAGE	Mon. 10:00-10:30am	11	81
THIS IS THE LAW	Mon. 9:30-10:00	10	76
THIS LAND (Repeat)	Wed. 8:00- 8:30	10	83
MAN AT THE TOP	Wed. 8:30- 9:30	8	64
CBC WEEKEND	Sun. 10:00-11:00	7	63
‡ EDGE OF NIGHT	M-F 3:30- 4:00	7	84
FAMILY COURT	M-F 4:00- 4:30	7	79
'LA RONDINE' (opera) (Repeat)	Wed. 9:30-11:00	6	57
TUESDAY NIGHT (William F. Buckley- Germaine Greer debate)	Tue. 10:00-11:00	6	71
MAN ALIVE	Mon. 10:00-11:00	6	68
TAKE THIRTY	M-F 3:00- 3:30	2	78
COUNTRY CANADA	Sun. 4:30- 5:00	2	\$
SPORTS WEEK	Sun. 2:45- 3:00	1	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas.

‡ Pre-empted on Wednesday.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 23	Profile of magician Doug Henning	6	79
Nov. 30	A visit to an Ottawa Valley farm auction	6	75
Dec. 7	A visit to Grand Manan Island in the Bay of Fundy	6	75
Dec. 14	Profile of Montreal Canadiens' goalie Ken Dryden	6	78
Dec. 21	Profile of poet Alden Nowlan	3	no data
Dec. 28	A look at the telephone, its history and its future	5	66

- This week's MARKETPLACE (Thursday, 10:00-10:30 pm on the metronet and some affiliates) dealt with New Year resolutions, bankruptcy, antibiotics, baby food and garbage disposal. Both the small audience (4 per cent) and the high level of viewer enjoyment (index 82) were characteristic of the series as a whole. Not being a full network program, 'Marketplace' does not run in all CTV station areas, hence its audience in the common CBC-CTV coverage area is not strictly comparable with that of the directly opposing CTV network's 'Ghost Story' (see Table 3). It is possible, however, to make such a comparison in those areas where the two programs do run directly against each other; this reveals that the private network program draws a much bigger audience than does 'Marketplace' - at least three times as big. The 'Marketplace' record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 5	Introducing the series; consumer pitfalls; reasons for high food prices; new home warranties.	4	81

continued...

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 22-28, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	14	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	78
HYMN SING	Sun. 5:30- 6:00	7	86
QUEEN'S CHRISTMAS MESSAGE (Repeat)	Mon. 11:14-11:22	6	77
TELESCOPE ('The Wondrous Telephone')	Thu. 9:00- 9:30	5	66
CHRISTMAS MASS (from the Vatican)	Sun. 11:30-12:30 am	5	68
THE MARKETPLACE	Thu. 10:00-10:30	4	82
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	3	73
BANDWAGON	Thu. 9:30-10:00	3	\$
PROGRAM X ('The Secluded Lot')	Fri. 10:00-10:30	3	\$
* REPLAY	Sat. 6:30- 7:00	3	\$
TOMMY BANKS	Fri. 10:30-11:00	3	\$
* UPDATE	Sat. 6:00- 6:30	2	\$
VIEWPOINT	Tu, W & F 11:22-11:29	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	1	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	1	\$
SPORTS WEEK	Sat. 3:52- 3:58	1	\$
ENCOUNTER	Thu. 10:30-11:00	1	\$
<u>CBC METRONET</u>			
MAUDE	Thu. 7:30- 8:00	13	76
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	13	78
GET SMART	M-F 5:30- 6:00	8	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	74
<u>CTV PROGRAMS</u>			
* HOCKEY - NHL	Wed. 8:00-10:29	30	81
SONNY AND CHER	Fri. 7:30- 8:30	18	77
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	13	84
F.B.I.	Fri. 10:00-11:00	13	78
+ PAUL LYNDE (Repeat)	Tue. 7:00- 7:30	12	76
+ GHOST STORY	Thu. 10:00-11:00	12	79
SEARCH (Repeat)	Tue. 8:00- 9:00	12	75
FRIDAY NIGHT MOVIE ('The Park Avenue Rustlers - McCloud')	Fri. 8:30-10:00	12	77
+ THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 8:00- 9:00	12	79
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	12	79
POLICE SURGEON	Sat. 7:30- 8:00	11	79
ACADEMY PERFORMANCE ('The Railway Children')	Sat. 8:00-10:00	11	73
'A VERY SPECIAL CHRISTMAS PARTY'	Sun. 7:30- 8:30	10	73
+ THE BRADY BUNCH	Fri. 7:00- 7:30	10	78
+ GEORGE	Thu. 7:00- 7:30	9	74
+ PIG 'N' WHISTLE (Repeat)	Mon. 9:30-10:00	8	79
IRONSIDE (Repeat)	Mon. 10:00-11:00	8	83
+ LITTLE PEOPLE	Thu. 7:30- 8:00	8	85
ANOTHER WORLD	W&F 3:00- 3:30	8	88
* CTV NATIONAL NEWS	S-S 11:00-11:20	7	79
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	7	77
ANYTHING YOU CAN DO	M-F 3:30- 4:00	7	72
IAN TYSON (Repeat)	Tue. 9:30-10:00	6	69
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	6	82
+ UNTAMED WORLD	Sun. 5:00- 5:30	6	86
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	83
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	6	74
* WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	79
+ SPORTS BEAT '72	Wed. 10:30-11:00	5	78
+ 'A GIFT OF MUSIC' (Repeat)	Sun. 9:00-10:00	4	72
SOMERSET	W&F 2:30- 3:00	4	82
ROLLIN'	Mon. 7:30- 8:00	4	\$
'AN EVENING WITH G.K. CHESTERTON'	Sun. 10:00-11:00	3	\$
CANADA A.M.	M-F 7:00- 8:30 am	1	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

* Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

* Pre-empted on Tuesday.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 12	Failure of Ralph Nader to appear at Montreal meeting; supermarket food prices; dating services; safety of school buses.	4	84
Oct. 19	Pre-empted		
Oct. 26	Food prices; consumer warranties; cash advances; personal bank loans and interest rates.	3	75
Nov. 2	Fish prices; drug prices; deceptive advertising; additives in meat; low income housing.	3	no data
Nov. 9	Nova Scotia dairies' prices; used car sales; lead content in dishes; predictions for consumers in the 1980's.	4	86
Nov. 16	Volvo cars; snow tires; Bell Canada's application for a rate increase; washer-spin dryers; dangerous china.	5	81
Nov. 23	Pre-empted		
Nov. 30	Vancouver food co-op; health foods; interest rates and chargex plan.	5	73
Dec. 7	Possible lead contamination in Crest toothpaste; electrical appliances; dial-a-bus; seat belts; over-the-counter drugs; contracts.	6	86
Dec. 14	Price in relation to content; consumer protection; electrical appliances, guarantees and service contracts, consumer books; car prices; funerals.	5	77

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 22-28, 1972

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC CTV COMMON AREAS	CTV PROGRAM		
FRI 22nd	7:00- 7:30	Local Programming		11	+ THE BRADY BUNCH		
	7:30- 8:00	Not Complete Network		19	SONNY AND CHER		
	8:00- 8:30	NORMAN CORWIN PRESENTS 'Bingo Twice a Week'	0				
	8:30- 9:00	ALL IN THE FAMILY (Repeat)		29			
	9:00- 9:30	TOMMY HUNTER (Repeat)		19	12	FRIDAY NIGHT MOVIE ('The Park Avenue Rustlers - McCloud')	
	9:30-10:00						
	10:00-10:30				13	F.B.I.	
	10:30-11:00	Not Complete Network					
SUN 24th	7:00- 7:30	THE BEACHCOMBERS	13	Not Complete Network			
	7:30- 8:00	'CHRISTMAS AT DINGLY DELL'	0	11	'A VERY SPECIAL CHRISTMAS PARTY'		
	8:00- 8:30	JULIE ANDREWS (Repeat)	17				
	8:30- 9:00			Not Complete Network			
	9:00- 9:30	'CHRISTMAS CELEBRATION'		11	4	+ 'A GIFT OF MUSIC' (Repeat)	
	9:30-10:00						
	10:00-10:30	CBC WEEKEND	7	3	'AN EVENING WITH G.K. CHESTERTON'		
	10:30-11:00						
MON 25th	7:00- 7:30	Local Programming		6	+ DORIS DAY (Repeat)		
	7:30- 8:00	Not Complete Network		4	ROLLIN'		
	8:00- 8:30	'SILENT NIGHT'	0	Local Programming			
	8:30- 9:00	CANNON		17	6	+ MEDICAL CENTER (Repeat)	
	9:00- 9:30						
	9:30-10:00	THIS IS THE LAW	10	8	PIG 'N' WHISTLE (Repeat)		
	10:00-10:30	MAN ALIVE		5	9	IRONSIDE (Repeat)	
	10:30-11:00						
TUE 26th	7:00- 7:30	Local Programming		13	+ PAUL LYNDE (Repeat)		
	7:30- 8:00			8	+ HEADLINE HUNTERS		
	8:00- 8:30	'TRUMAN, THE GREAT LITTLE MAN'	0	12	SEARCH (Repeat)		
	8:30- 9:00	FLIP WILSON	21				
	9:00- 9:30			Local Programming			
	9:30-10:00	FRONT PAGE CHALLENGE	18	6	IAN TYSON (Repeat)		
	10:00-10:30	TUESDAY NIGHT (William F. Buckley-Germaine Greer debate)	6	13	MARCUS WELBY, M.D. (Repeat)		
	10:30-11:00						
THU 28th	7:00- 7:30	Local Programming		10	+ GEORGE		
	7:30- 8:00	Not Complete Network		9	+ LITTLE PEOPLE		
	8:00- 8:30	'LESTER BOWLES PEARSON 1897-1972'		0	13	+ THE STREETS OF SAN FRANCISCO	
	8:30- 9:00						
	9:00- 9:30				0	'LESTER BOWLES PEARSON 1897- 1972'	
	9:30-10:00						
	10:00-10:30	Not Complete Network					
	10:30-11:00			13	+ GHOST STORY		
S-S	11:00-11:20	CBC NEWS	12	8	* CTV NEWS		

* Re-scheduled on CFCF (Montreal) on Wednesday.
+ Not carried (on this day and at this time) on all CTV stations.
0 Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 21	Fishing industry, pet food, automobile insurance, Christmas charities, inflation.	4	78
Dec. 28	New Year's resolutions, bank- ruptcy, antibiotics, baby food, garbage disposal.	4	82

- PROGRAM X returned to the network this week, replacing the drama series 'To See Ourselves' in the Friday 10:00-10:30 pm slot on the limited network of CBC metronet and some affiliated stations. This week's drama, 'The Secluded Lot', starring Alan King and Claude Rae, drew a small 3 per cent audience - just equal to the average audience for the 'To See Ourselves' series this season. It was also just too small an audience, involving too few respondents in the survey sample, to provide any indication of how much this week's play was enjoyed by those who watched it.
- The TUESDAY NIGHT series (10:00-11:00 pm) this week broadcast an excerpt from a Cambridge University Union debate on women's liberation. The motion debated was "That This House Supports the Women's Liberation Movement", the main protagonists being American right-wing journalist William Buckley and writer-feminist Germaine Greer. The 6 per cent audience was substantially below this season's peak 'Tuesday Night' audience (for the December 5 BBC-produced program on midgets and dwarfs) but about average for the current series as a whole. The program had a rather mixed reception among those who watched it. Many enjoyed the cut and thrust of the debate, the wit of the main speakers and the relevance of the topic. Others, however, found much of the discussion beyond them, saw little point in an intellectual exercise of this kind and felt they had learned little about the subject under discussion that they hadn't known before. The result was an index of audience enjoyment of 71. While this is much below average for 'Tuesday Night' this season (average index 77), it represents a much more favourable reception than that given the last Cambridge Union debate presented by 'Tuesday Night', in November 1970 - a debate between John Kenneth Galbraith and William Buckley on the motion "That The Market Is A Snare And A Delusion". Many who watched this program found it of very limited interest, difficult to follow and not particularly entertaining,

resulting in an index of enjoyment of only 59. On all these counts, this week's debate was clearly the much more successful of the two. The 'Tuesday Night' record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Pee wee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia in Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Légion Etrangère' - on the French Foreign Legion.	6	82
Oct. 31	A post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway.	7	80
Nov. 28	'Les Anglais' - on the English speaking minority in the Province of Quebec.	7	73
Dec. 5	'Born To Be Small' (a repeat) - on midgets and dwarfs.	10	82
Dec. 12	Pre-empted		
Dec. 19	'Thy Kingdom Come' - on the effects of the Protestant, fundamentalist movement on Canadian politics of the Left.	5	77
Dec. 26	William F. Buckley-Germaine Greer debate on the Women's Liberation Movement.	6	71

This week's Christmas eve edition of WEEKEND (Sunday 10:00-11:00 pm) drew a slightly below-average audience of 7 per cent. Nor was audience reaction to this edition as favourable as to most programs in the series this season. In fact, the index of enjoyment of 63 for the broadcast as a whole was 2

index points short of the previous low for the series and much below the current 'Weekend' average enjoyment index of 71. The content of Sunday's program: a Christmas visit to the rural home of 'Fred Dobbs'; a montage of seasonal scenes from across Canada; a talk with the heads of the Anglican and United Churches of Canada concerning their protest to U.S. President Nixon over renewed bombing of North Vietnam; a visit with singer John Allan Cameron; and a mock-serious interview with former American State Department official James Boren about his satirical book on bureaucratic language and procedures.

- Preceding this, in the Sunday 9:00-10:00 pm slot, the network this week presented CHRISTMAS CELEBRATION, a musical program broadcast before a live audience at Winnipeg's Centennial Concert Hall. It featured the Winnipeg Symphony Orchestra, the Winnipeg Philharmonic Choir, the Winnipeg Mennonite Children's Choir, and singers Juliette and Reg Gibson. The audience was 12 per cent (representing about 1.5 million viewers aged 12 and over), the index of enjoyment a high 82. Here is the audience record so far this season for programs broadcast in this 'Sunday At Nine' slot:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 10	'Wayne and Shuster Comedy Special'	31	74
Sept. 17	'Strike' - drama by Grahame Woods.	13	73
Sept. 24	'Words, Words, Words and Music' - one-man show with Gene Lees	6	45
Oct. 1	Pre-empted		
Oct. 8	'The Disposable Man' - drama by Grahame Woods	10	59
Oct. 15	'The Woman I Love' - drama-documentary on Edward VIII	22	83
Oct. 22	'The Discoverers' - drama-documentary on discovery of insulin.	10	87
Oct. 29	'Friends - drama by Prim Pemberton	9	70

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 5	'Rap City' - drama by Tony Sheer	12	59
Nov. 12	'The Veteran and the Lady' - drama by Charles Israel	10	78
Nov. 19	'To The Wild Country' - on the Yukon's Kluane National Park	16	92
Nov. 26	'City and Song' - a musical tour of Leningrad	no data	
Dec. 3	'Canada For The Fun Of It' - a musical tour of Canada in the winter.	22	82
Dec. 10	'The Very Merry Juliette Christmas Special'.	27	72
Dec. 17	'Wayne and Shuster Comedy Special'	24	73
Dec. 24	'Christmas Celebration'	12	82

- On Monday, Christmas Day, from 10:00-10:30 am (except in the Atlantic and Pacific regions where the respective start times were 11:00 am and 9:00 am) the network carried the annual QUEEN'S CHRISTMAS MESSAGE. As on past occasions, the broadcast (which again this year included other members of the Royal Family) was much enjoyed by those who watched it - index of enjoyment 81. The audience this year was 11 per cent - down somewhat from last year's 14 per cent, but about equal in size to the audience to the 1970 'Message'.
- That evening, at 7:30-8:00 pm, on the metronet and some CBC affiliated stations, the IRISH ROVERS presented a special Christmas program featuring puppeteer Shari Lewis, singer Sandra Millar and members of the Rovers' own families. Being Christmas Day, the audience to the program, at 14 per cent, was much smaller than the 19-20 per cent audience that the series has maintained consistently throughout most of the season. As usual, however, those who watched this 'Irish Rovers' program much enjoyed it, the index of enjoyment being a high 86.

- Later that same evening of Christmas Day, CANNON, at 8:30-9:30 pm, drew an abnormally small 18 per cent audience - 10 percentage points below average for the series in a normal week. And following this, from 9:30-10:00 pm, THIS IS THE LAW also suffered from the unusual Christmas Day viewing pattern when it drew an audience of only 10 per cent as against a normal weekly audience of about 17 per cent. The level of enjoyment of this week's 'This Is The Law' was slightly above average for the series - index of enjoyment 76, average for the current series as a whole 73.
- Still later that (Monday) evening, from 10:00-11:00 pm, MAN ALIVE presented a special, one-hour Christmas program, 'In Search Of Christmas', consisting of conversations with a number of eminent divines, writers and miscellaneous pundits concerning the degree of fact and fiction surrounding Christ's birth. The audience was 6 per cent, the index of enjoyment 68 - a much lower level of audience enjoyment than that attained by any of the four previous 'Man Alive' programs this season. The record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 20	'Life Before Birth' - the first of two programs on scientific studies of pre-natal development	6	85
Nov. 27	'Life Before Birth' - concluded	8	80
Dec. 4	Interview with Beyers Naude of South Africa's anti-apartheid Afrikhaans Christian Institute (not telecast on CBLT Toronto)	4	76
Dec. 18	Profile of medical missionary and former United Church of Canada moderator, Robert McClure.	8	86
Dec. 25	'In Search Of Christmas' - fact and myth surrounding the birth of Christ.	6	68

- Wednesday marked the season debut of the British drama series, MAN AT THE TOP. Returning to the same 8:30-9:30 pm slot that it occupied for a three-month period beginning late December last season, it drew an 8 per cent audience this week. This is about the same size as the audience to the opening program in last season's 'Man At The Top' series, though significantly smaller than the 11-12 per cent audiences that the series acquired as the '71-'72 season progressed. This week's 8 per cent audience is smaller also than the average 11 per cent audience attracted to 'The Benny Hill Show' which ran in this Wednesday 8:30-9:30 pm slot until mid-December this season. The index of enjoyment for this week's opening 'Man At The Top' drama, 64, is close to average for last year's series.
- At 9:30-11:00 pm on Wednesday, the network repeated the CBC production of Puccini's opera LA RONDINE. Starring were Teresa Stratas, Barbara Shuttleworth, Anastasios Vrenios, John Walker and Cornelis Ophhof. An audience of 6 per cent (representing some 800,000 viewers) watched at least some part of the ninety-minute program. This compares with 10 per cent for the original presentation on Wednesday January 12, 1972 at the same hour. The index of audience enjoyment for this repeat 'La Rondine' was 57 compared with an index of 63 for the original broadcast. The audience record for opera on the CBC-TV network in recent years:

Day/Date/Time	Opera	Audience to at least part of the program		Index Of Audience Enjoyment
		Per Cent	Approx no. of viewers	
Wed. Feb. 3, 1965 9:30-11:00 pm	Rigoletto	20%	1,800,000	54
Wed. Nov. 3, 1965 9:30-11:00 pm	The Barber Of Seville	9%	800,000	62
Wed. Mar.23, 1966 8:30-11:07 pm	The Magic Flute	18%	1,600,000	59
Wed. Nov.20, 1968 8:00-10:40 pm	Billy Budd	11%	1,100,000	31

continued...

Day/Date/Time	Opera	Audience to at least part of the program		Index Of Audience Enjoyment
		Per Cent	Approx. no. of viewers	
Wed. Oct.29, 1969 8:30-10:45 pm	Louis Riel	13%	1,400,000	29
Wed. Mar.11, 1970 8:30-11:00 pm	Peter Grimes	9%	1,000,000	30
Wed. Jul. 8, 1970 8:00-10:00 pm	Tosca		no data	
Wed. Dec.23, 1970 8:00-10:00 pm	Hansel and Gretel	23%	2,600,000	60
Wed. Jan.12, 1972 9:30-11:00 pm	La Rondine	10%	1,200,000	63
Wed. Jan.26, 1972 8:30-10:15 pm	Hansel and Gretel (Repeat)	16%	1,900,000	56
Wed. Mar. 1, 1972 9:30-11:00 pm	From The House Of The Dead	6%	700,000	28
Wed. Mar.15, 1972 8:30-10:30 pm	Romeo and Juliet	9%	1,100,000	42
Wed. Dec.27, 1972 9:30-11:00 pm	La Rondine (Repeat)	6%	800,000	57

A CBC RESEARCH REPORT

TV/73/5

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: DECEMBER 29, 1972-JANUARY 4, 1973

THIS WEEK

Special network programming this week included coverage of the 'New Year's Day Addresses' by the Governor-General and Prime Minister; a New Year's Eve variety show; a concert featuring the winners of 'The CBC Talent Festival'; the traditional year-end news review; coverage of the 'Opening of Parliament' and several sports broadcasts - live coverage of California's annual 'Rose Bowl Game' and 'Tournament of Roses Parade', and a program highlighting the major sports events of the past year. No audience information is available for the network's coverage of the state funeral of former Prime Minister Lester Pearson. Nor, due to late notice of scheduling, is there information on the repeat presentation of 'The Irish Rovers In Ireland', an hour-long special originally telecast last March. The week also marked the debut of 'Adieu Alouette', the National Film Board's series of programs on Quebec.

Pre-empted throughout the country this week were: 'Provincial Affairs', 'Dollars and Sense', 'Country Canada', 'The Irish Rovers', 'The Nature Of Things', 'Man Alive', 'Tuesday Night', two editions of 'The Edge Of Night' and the New Year's Day editions of 'Audubon Wildlife Theatre' and 'Get Smart'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . In its usual Sunday 10:00-11:00 pm slot, CBC WEEKEND this week devoted almost its entire program time to a tribute to the late Lester B. Pearson. Included was a forty-minute excerpt from a Larry Zolf interview with the former Prime Minister last October, film coverage of Sunday's funeral service, and a tribute by British Prime Minister Heath. The only other item in this week's program was a brief discussion of the halting of U.S. bombing of North Vietnam over the New Year weekend. As is usual for regular programming on New Year's Eve, this edition of 'Weekend' drew an audience somewhat smaller than average for the series - 6 per cent. Audience reaction to the program was highly favourable, many viewers being specially impressed by the Zolf-Pearson interview, a widespread feeling being that it had provided much fresh insight into aspects of Mr. Pearson's life and personality that had not been generally appreciated. The resultant index of enjoyment was 84 - the highest level of audience appreciation attained by a 'Weekend' program this season and far above average for the series (index 70-71) these past two seasons.
- . Later on Sunday night, the CBC metronet and some CBC affiliated stations provided coverage of the traditional New Year's Eve festivities from New York's Waldorf Astoria. Broadcast from 11:30 pm to 1:00 am, NEW YEAR'S EVE WITH GUY LOMBARDO drew a substantial late night audience of 17 per cent - about the same size of audience as last year. Again this year, audience reaction to the program showed a direct co-relation with the age of the viewer, the indices of enjoyment for the various segments of the audience ranging from 87 for the '50 and over' group to 65 for viewers under the age of 35. The resultant index for the audience as a whole was 77 - virtually unchanged from last year's 'Guy Lombardo' show.
- . At 4:15-4:25 pm on Monday, the network carried the traditional NEW YEAR'S DAY ADDRESSES by the Governor-General and Prime Minister. The audience was 7 per cent, virtually unchanged from the two previous years' 'Addresses'. Viewer reaction to this year's broadcast was much more favourable, however, the index of audience enjoyment being 80 as against 72-73 on the last two occasions.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: DECEMBER 29, 1972-JANUARY 4, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	32	85
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:35	32	78
FLIP WILSON	Tue. 8:30- 9:30	30	78
CAROL BURNETT	Thu. 8:00- 9:00	29	72
+ TOURNAMENT OF ROSES PARADE	Mon. 11:30- 1:59	26	90
1 THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	25	86
MARY TYLER MOORE	Tue. 8:00- 8:30	25	78
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	24	83
TOMMY HUNTER	Fri. 9:00-10:00	22	86
MASH (Repeat)	Fri. 8:00- 8:30	22	78
+ ROSE BOWL GAME	Mon. 4:45- 8:00	21	76
♣ CANNON	Mon. 8:30- 9:30	20	80
JULIE ANDREWS	Sun. 8:00- 9:00	20	67
ANNA AND THE KING	Sun. 7:30- 8:00	19	76
THIS IS THE LAW	Mon. 9:30-10:00	17	78
‡ THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	17	77
CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
THE BEACHCOMBERS	Sun. 7:00- 7:30	14	68
+ ♠ COUNTRYTIME	Sat. 10:36-11:00	13	81
EDGE OF NIGHT	Tu, W&F 3:30- 4:00	10	87
THIS LAND	Wed. 8:00- 8:30	9	73
MAN AT THE TOP	Wed. 8:30- 9:30	9	61
'72 + 2' (Year-End News Review)	Tue. 10:00-11:00	8	74
+ THE OPENING OF THE 29TH PARLIAMENT	Thu. 2:30- 4:15	7	73
‡ FAMILY COURT	Tu-F 4:00- 4:30	7	80
NEW YEAR'S DAY ADDRESSES (Governor General-Prime Minister)	Mon. 4:15- 4:24	7	80
CBC TALENT FESTIVAL	Wed. 9:30-10:30	7	68
* SPORTS '72	Sat. 2:00- 4:00	6	88
CBC WEEKEND	Sun. 10:00-11:00	6	84
MAN AT THE CENTER (Sculptor Jacques Lipchitz)	Mon. 10:00-11:00	5	67
ADIEU ALOUETTE	Wed. 10:30-11:00	4	69
△ TAKE THIRTY	M-F 3:00- 3:30	3	76
MUSIC TO SEE	Sun. 3:00- 3:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

‡ Pre-empted in some areas (in the case of multi-day programs, on one or more occasions).

♠ Joined in progress at 10:41 pm in the Montreal Region; Pre-empted in British Columbia.

* Re-scheduled in some areas

△ Re-scheduled and pre-empted in some areas on Monday; Pre-empted on Thursday.

\$ Sample too small for reliable reporting of enjoyment level.

- On New Year's Day, 'The Partridge Family' and 'Cannon' (in the 8:00-8:30 and 8:30-9:30 pm slots) both drew audiences that were significantly smaller than normal. Immediately following this, however, THIS IS THE LAW was not similarly affected, its 17 per cent audience being just about average for the series - and, incidentally, much bigger than the 10 per cent audience attracted the preceding week to the Christmas Day 'This Is The Law' program. There would also seem to be indications that, since about the beginning of December, the series has been somewhat more enjoyed by those who are watching it than was the case earlier in the season - average index of audience enjoyment up to the first week of December, 72, average index since then, 76, culminating in a peak index of 78 for this week's show.
- Following this, on Monday at 10:00-11:00 pm, MAN AT THE CENTER presented its second program of the season - a film on the life and work of French sculptor Jacques Lipchitz, now in his 80's and living and working in Italy. The audience was 5 per cent - much smaller than the unusually big 13 per cent audience on December 11 for 'Man At The Center's' opening program of the season, the 'Grey Owl' documentary, but about average for the 'Man At The Center' series last season (average audience 6 per cent). A substantial minority of viewers very much enjoyed this week's program, being particularly fascinated by the apparent 'joie de vivre' of M. Lipchitz and finding much of the program highly informative and generally very interesting. Others who watched, however, found the subject matter of much less interest, felt the presentation was dull and actionless and, in some cases, experienced difficulty in understanding what the artist was saying - whether due to his 'broken English' or for other reasons. The weight of this negative reaction reduced the index of enjoyment for the audience as a whole to 67. This is substantially below average for 'Man At The Center' last season (enjoyment index 73) and far below the record-high index of enjoyment of 90 for the December 11 'Grey Owl' program.
- Earlier on Monday, from 11:30 am-2:00 pm EST, the network provided live coverage of the 84th annual TOURNAMENT OF ROSES PARADE. This drew a 26 per cent audience - some 5 percentage points smaller than the unusually big audience attracted to last year's broadcast but as big as any attracted to the 'Parade' in other recent years. As always, the program was very much enjoyed by those who watched it - index of enjoyment 90.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: DECEMBER 29, 1972-JANUARY 4, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
NEW YEAR'S EVE WITH GUY LOMBARDO	Sun. 11:30- 1:00am	17	77
SINGALONG JUBILEE (Repeat)	Wed. 7:30- 8:00	10	74
TELESCOPE (R.C.M.P. - Part 1)	Thu. 9:00- 9:30	8	80
THE MARKETPLACE	Thu. 10:00-10:30	7	86
HYMN SING	Sun. 3:30- 4:00	6	83
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	5	76
PROGRAM X ('That Hamilton Woman')	Fri. 10:00-10:30	4	69
TOMMY BANKS (Repeat)	Fri. 10:30-11:00	4	79
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	62
* UPDATE	Sat. 6:00- 6:30	4	82
* REPLAY	Sat. 6:30- 7:00	3	\$
BANDWAGON	Thu. 9:30-10:00	3	\$
VIEWPOINT	M-F 11:22-11:29	2	73
ENCOUNTER	Thu. 10:30-11:00	2	\$
* & AUDUBON WILDLIFE THEATRE	Tu-F 1:30- 2:00	2	\$
* ELWOOD GLOVER'S LUNCHEON DATE	Tu-F 12:30- 1:00	2	\$
* & THE GALLOPING GOURMET	M-F 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
& THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	14	85
MAUDE	Thu. 7:30- 8:00	14	77
GET SMART	Tu-F 5:30- 6:00	9	76
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	81
<u>CTV PROGRAM</u>			
⊞ HOCKEY - NHL	Wed. 8:00-10:30	34	83
⊞ SONNY AND CHER	Fri. 7:00- 8:00	19	78
MARCUS WELBY, MD	Tue. 10:00-11:00	16	81
IRONSIDE	Mon. 10:00-11:00	16	82
+ PAUL LYNDE	Tue. 7:00- 7:30	15	80
SEARCH	Tue. 8:00- 9:00	14	79
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	14	76
POLICE SURGEON	Sat. 7:30- 8:00	14	78
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	78
ACADEMY PERFORMANCE ('Caprice')	Sat. 8:00-10:00	13	70
+ GEORGE	Thu. 7:00- 7:30	12	72
+ MANNIX (Repeat)	Sun. 9:00-10:00	11	78
+ LITTLE PEOPLE	Thu. 7:30- 8:00	11	80
+ MEDICAL CENTER	Mon. 8:30- 9:30	10	81
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	10	75
* F.B.I. (Repeat)	Fri. 10:44-11:44	10	78
'INSIDE THE WORLD OF YOUR DREAMS'	Sun. 10:00-11:00	9	57
+ DORIS DAY	Mon. 7:00- 7:30	8	77
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	79
GEORGE KIRBY	Thu. 9:00- 9:30	8	69
IAN TYSON	Tue. 9:30-10:00	8	76
ANOTHER WORLD	Tu, W&F 3:00- 3:30	7	84
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	82
⊞ ANYTHING YOU CAN DO	Tu-F 3:30- 4:00	7	70
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	75
ROLLIN'	Mon. 7:30- 8:00	7	74
& WHAT'S THE GOOD WORD?	Tu-F 3:30- 4:00	6	81
'THE BRITISH EMPIRE' (part 10)	Sun. 7:30- 8:30	4	75
+ SPORTS BEAT '73	Wed. 10:30-11:00	4	69
* SOMERSET	Tu-F 2:30- 3:00	4	78
⊞ 'THE SPEECH FROM THE THRONE'	Thu. 4:00- 4:07	2	\$
CANADA A.M.	M-F 7:00- 8:30 am	1	\$

⊞ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

& Pre-empted in some areas (in the case of multi-day programs, on one or more occasions).

⊞ Re-scheduled and joined-in-progress in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

⊞ Joined-in-progress at 4:07 pm EST in the East on Thursday.

\$ Sample too small for reliable reporting of enjoyment level.

- . The annual ROSE BOWL GAME was telecast live on the network on Monday, 4:45-8:00 pm eastern time. This year's telecast, which saw Southern California defeat Ohio state by a decisive 42-17 margin, had an audience of 21 per cent - virtually the same size of audience that watched last year's telecast of the Stanford-University of Michigan contest. The index of audience enjoyment for this year's 'Rose Bowl' was 76 - just slightly under the 79 recorded for the 1972 game.
- . In the regular (10:00-11:00 pm) 'Tuesday Night' slot, the network this week presented its annual review of the major news events of the past year. Contributing to '72 + 2' with host Ab Douglas were CBC correspondents Don McNeill, Joe Schlesinger, Peter Daniel, Ron Evans, Tom Leach and David Halton. The program drew about the same size of audience as did the corresponding year-end review last year (8 per cent) and was enjoyed also to about the same extent by those who watched (index of enjoyment 74).
- . On Wednesday at 8:00-8:30 pm THIS LAND presented 'Home Is Where', a "visual, poetic essay" on the forms of shelter used by man throughout the ages. While the size of the audience, at 9 per cent, was average for 'This Land', viewer reaction to this week's program was generally much less favourable than to any previous program in the current series, the index of enjoyment being 73 as against a consistently high average index of 82 for the previous nine programs. While some viewers apparently much enjoyed the atmospheric, poetic approach to this week's subject, many others seemed to find the program generally dull, not particularly informative, too slow-paced, somewhat repetitive and, all in all, not very interesting. This was of course a somewhat atypical 'This Land' program and there are indications that this in itself may have disconcerted some regular viewers: one felt it "a strange amalgam of sentiment and social comment", another that it was "not typical" of the series, not sufficiently "factual", another that there was too much about home and not enough about "Our Land". Interestingly enough, it was the younger viewer of this program, the viewer under the age of 50, who was the more disappointed by it, the older viewer, aged over 50, who was much the more satisfied. This is evidenced by the fact that the index of enjoyment for 'This Land' among the older of these two groups dropped only to 79 on this occasion from its normal 85 (a loss of six index points) whereas among the younger group of viewers it dropped from its

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: DECEMBER 29, 1972-JANUARY 4, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS		CTV PROGRAM
SUN 31st	7:00- 7:30	THE BEACHCOMBERS	14		Not Complete Network
	7:30- 8:00	ANNA AND THE KING	19		
	8:00- 8:30			5	'THE BRITISH EMPIRE'
	8:30- 9:00	JULIE ANDREWS	20		Not Complete Network
	9:00- 9:30				
	9:30-10:00	'THE IRISH ROVERS IN IRELAND' (Repeat)	#	11	+ MANNIX (Repeat)
	10:00-10:30				
	10:30-11:00	CBC WEEKEND	6	10	'INSIDE THE WORLD OF YOUR DREAMS'
MON 1st	8:00- 8:30	* THE PARTRIDGE FAMILY	16		Local Programming
	8:30- 9:00	* CANNON	20	10	+ MEDICAL CENTER
	9:00- 9:30				
	9:30-10:00	THIS IS THE LAW	17	#	CONVERSATION WITH THE PRIME MINISTER
	10:00-10:30				
	10:30-11:00	MAN AT THE CENTER (Sculptor Jacques Lipchitz)	4	16	IRONSIDE
TUE 2nd	7:00- 7:30	Local Programming		16	+ PAUL LYNDE
	7:30- 8:00			11	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	25		
	8:30- 9:00			15	SEARCH
	9:00- 9:30	FLIP WILSON	30		Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	23	8	IAN TYSON
	10:00-10:30				
	10:30-11:00	'72 + 2' (Year-end News Review)	8	16	MARCUS WELBY, M.D.
THU 4th	7:00- 7:30	Local Programming		13	+ GEORGE
	7:30- 8:00	Not Complete Network		11	+ LITTLE PEOPLE
	8:00- 8:30				
	8:30- 9:00	CAROL BURNETT	29	14	+ THE STREETS OF SAN FRANCISCO
	9:00- 9:30			8	GEORGE KIRBY
	9:30-10:00			7	HERE COME THE SEVENTIES
	10:00-10:30	Not Complete Network			
	10:30-11:00			#	CIRCLE OF FEAR
S - 5	11:00-11:20	CBC NEWS	13	9	* CTV NEWS

* Pre-empted in the Atlantic Region.

* Re-scheduled on Friday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Friday, Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Friday, Saturday and Wednesday data in this table.

normal 80 to a low 64 on this occasion (a loss of 16 index points). The audience record for 'This Land' so far this season:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 26	'A Look At This Land' - a film trip across Canada	4	83
Nov. 1	'Cry Of The Whales' - on the future of the whale industry	6	83
Nov. 8	Pre-empted		
Nov. 15	'West Coast Trail' - a trip along the Canadian Pacific coastline	9	82
Nov. 22	'To Take A Stand' - on the Quebec timber industry	9	82
Nov. 29	'Great Bear Lake' - the ecology of Great Bear Lake in the Northwest Territories	9	83
Dec. 6	'To The Very Last Drop' - Canada's petroleum industry (Pre-empted in Alberta and B.C.)	6	79
Dec. 13	'A Certain Shame' - animal trapping for fur	8	82
Dec. 20	'The White North' - visit to the Northwest Territories	8	79
Dec. 27	'The Mountain' - profile of mountaineer Edward Feutz (repeat)	10	83
Jan. 3	'Home Is Where' - essay on homes throughout the ages	9	73

Later on Wednesday, at 9:30-10:30 pm, the third in the current series of 'Wednesday Night' music specials featured the Edmonton Symphony Orchestra in concert with the three winners of the 1972 CBC TALENT FESTIVAL. The audience was 7 per cent.

This is just (a) marginally smaller than the average audience for last season's Wednesday evening 'serious music' specials, (b) about the same size as the audience to the previous week's repeat telecast of Puccini's opera 'La Rondine', but (c) much smaller than the big 19 per cent audience attracted to this season's initial 'Wednesday Night' music special - the December 20 telecast of Rudolf Nureyev's 'The Sleeping Beauty'. The index of audience enjoyment for this week's 'Talent Festival' program was 68 - much above the average index of 52 for last season's 'Wednesday Night' music series but significantly short of the index of 76 for 'The Sleeping Beauty'.

- ADIEU ALOUETTE, the 13-week National Film Board series dealing with contemporary French Canada made its network debut on Wednesday at 10:30-11:00 pm. This first program, 'Challenge For The Church', a study of the changing role of the Roman Catholic church in Quebec, drew a 4 per cent audience representing about half-a-million viewers. The index of audience enjoyment was 69.
- On Thursday, at 9:00-9:30 pm on the metronet and some CBC affiliated stations, TELESCOPE presented the first of two programs on the Royal Canadian Mounted Police. The 8 per cent audience was one of the biggest, if not the biggest audience that 'Telescope' has had this season, and the program was one of the most enjoyed of the current series - index of enjoyment 80.
- Following this, on Thursday at 10:00-10:30 pm, MARKETPLACE too drew its biggest audience this season - 7 per cent (about 850,000 viewers) for a program that included a report on an experimental 'people's store' and which also dealt with the price and quality of carpeting, telephone rates and batteries for toys. As always, this week's program was much enjoyed by those who watched it - index of enjoyment 86, equal to the previous peak index for a 'Marketplace' program, and several points above the average index of enjoyment of 81 for the series as a whole. The weekly audience record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 5	Introducing the series; consumer pitfalls; reasons for high food prices; new home warranties.	4	81
Oct. 12	Failure of Ralph Nader to appear at Montreal meeting; supermarket food prices; dating services; safety of school buses.	4	84
Oct. 19	Pre-empted		
Oct. 26	Food prices; consumer warranties; cash advances; personal bank loans and interest rates.	3	75
Nov. 2	Fish prices; drug prices; deceptive advertising; additives in meat; low income housing	3	no data
Nov. 9	Dairy prices in Nova Scotia; used car sales; lead content in dishes; predictions for consumers in the 1980's.	4	86
Nov. 16	Volvo cars; snow tires; Bell Canada's application for a rate increase; washer-spin dryers; dangerous china.	5	81
Nov. 23	Pre-empted		
Nov. 30	Vancouver food co-op; health foods; interest rates and charex plan.	5	73
Dec. 7	Possible lead contamination in Crest toothpaste; electrical appliances; dial-a-bus; seat belts; over-the-counter drugs; contracts.	6	86
Dec. 14	Price in relation to content; consumer protection; electrical appliances; guarantees and service contracts; consumer books; car prices; funerals.	5	77
Dec. 21	Fishing industry; pet food; automobile insurance; Christmas charities; inflation.	4	78

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 28	New Year's resolutions; bankruptcy; antibiotics; baby food; garbage disposal.	4	82
Jan. 4	Report on a socialist experimental 'people's store'; price and quality of carpeting; Bell Canada rates; batteries for toys.	7	86

- PROGRAM X's second program of the season - on Friday at 10:00-10:30 pm on the metronet and some CBC affiliated stations - was a showcase for the talents of actress/comedienne Barbara Hamilton. Entitled 'That Hamilton Woman', the program was essentially a solo performance - but with actor Joseph Shaw appearing in support roles in some of the sketches. The audience was 4 per cent - up one percentage point over the viewing level reached by the series' debut show the week before and about the same size as the audience to 'Program X' in its initial weeks last season. The audience enjoyment index was 69 - substantially below the average level of enjoyment for network programs generally but far above the low average index of 51 for last season's 'Program X' series.
- On Friday at 10:30-11:00 pm on the metronet and some affiliated stations, THE TOMMY BANKS SHOW had an unusually favourable reception this week for a program that had as guests the singing Allan Sisters and journalist/amateur-musician Charles Lynch. The index of enjoyment was 79, no less than 13 points above the average index of enjoyment of 66 for the series as a whole. The audience however remains small - on this occasion 4 per cent, about average for the series and representing a weekly audience of about 550,000 viewers.
- Then on Thursday, January 4th, at 2:30-4:15 pm eastern time, the network carried a special program on the OPENING OF THE 29TH PARLIAMENT. Included was live coverage of the 'Opening' itself, also some introductory comment and post-analysis by CBC newsmen. The audience, 7 per cent, was a relatively big one for day-time information programming, the index of audience enjoyment, 73, slightly below average for CBC network programs in general.

A CBC RESEARCH REPORT

TV/73/6

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 5-11, 1973

THIS WEEK

In addition to its regular schedule, the network this week provided live coverage of the first WHA 'All-Star Hockey' game, and presented highlights of a recent performance of 'The Toronto Dance Theatre in England'. Due to insufficient advance notice of scheduling no audience information is available for this last-mentioned program. Nor is data available this week for 'The Nation's Business' or for the debut of 'Medical Explorers', a new Sunday afternoon, 13-part documentary on the history of modern medicine. Other new series appearing for the first time this week were 'Black Beauty' and 'Time To Remember' (both on the full network) and 'Youth Confrontation' (on the metronet and some affiliate stations).

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Now in its second week in the Wednesday 10:30-11:00 pm slot, the National Film Board's ADIEU ALOUETTE series, on contemporary French Canada, this week profiled the life and career of Yvon Deschamps, one of Quebec's leading stand-up comedians. The audience was 5 per cent, up very slightly from the 4 per cent audience to the debut program of the series the week before - on the role of the Catholic church in French Canada. This week's program, however, was much the less enjoyed of the two. Not only did many fewer people indicate that they had enjoyed the program but, among the less satisfied, there was a much greater tendency this week than last to register positive dislike rather than to maintain a more neutral position of middle-ground tolerance. The resultant index of enjoyment for the audience as a whole was 49 - no less than twenty points below the index for the previous week's program on the church.
- Throughout most of the season THE BEACHCOMBERS (on Sundays at 7:00-7:30 pm) has been averaging a 16 per cent adult-teenage audience with an associated index of enjoyment of about 66 - a substantially lower level of performance than that of its predecessor in this same slot last season, 'The Rovers', with its 21 per cent audience and enjoyment index of about 72. This week, however, the audience to 'The Beachcombers' touched the 19 per cent mark, a level attained on only one previous occasion. The index of enjoyment this week - 64.
- Following this, on Sunday at 7:30-8:00 pm, the new adventure series, BLACK BEAUTY, adapted from the Anna Sewell novel about a child and her horse, made its network debut. The 29 per cent adult-teenage audience to this opening program was much bigger than the 22 per cent average audience to the now defunct 'Anna And The King' which had been running in this Sunday slot these past four months. Viewer reaction to this initial 'Black Beauty' program was highly enthusiastic, index of enjoyment 80.
- At 8:00-8:30 pm on Wednesday, THIS LAND drew its biggest audience of the season - 13 per cent as against previous weekly audiences of 6-9 per cent - for a program that visited one of Alberta's many Hutterite communities and looked at the day-to-day activities, community interests and social mores of the members of this unique religious sect. Like many other CBC documentaries that have shown

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 5-11, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:30	39	87
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	35	83
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:36	34	74
FLIP WILSON	Tue. 8:30- 9:30	31	73
CANNON	Mon. 8:30- 9:30	31	83
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	79
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	29	80
MARY TYLER MOORE	Tue. 8:00- 8:30	27	79
CAROL BURNETT	Thu. 8:00- 9:00	26	71
JULIE ANDREWS	Sun. 8:00- 9:00	25	69
MASH	Fri. 8:00- 8:30	23	81
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	21	84
TOMMY HUNTER	Fri. 9:00-10:00	21	85
THIS IS THE LAW	Mon. 9:30-10:00	19	77
THE BEACHCOMBERS	Sun. 7:00- 7:30	19	64
CBC NATIONAL NEWS	S-S 11:00-11:21	15	84
+ WHA ALL-STAR GAME	Sat. 2:30- 5:15	13	65
+ COUNTRYTIME	Sat. 10:36-11:00	13	74
THIS LAND	Wed. 8:00- 8:30	13	87
THE NATURE OF THINGS ('Polar Bear')	Mon. 10:00-10:30	12	90
(Repeat)			
MAN AT THE TOP	Wed. 8:30- 9:30	12	60
'CAN-CAN TO BARCAROLLE' (Jacques Offenbach)	Sun. 9:00-10:00	10	71
EDGE OF NIGHT	Tu-F 3:30- 4:00	10	84
MAN ALIVE	Mon. 10:30-11:00	10	74
CBC WEEKEND	Sun. 10:00-11:00	9	71
FAMILY COURT	M-F 4:00- 4:30	8	78
TUESDAY NIGHT (on Vietnam)	Tue. 10:00-11:00	7	69
ADIEU ALOUETTE	Wed. 10:30-11:00	5	49
COUNTRY CANADA	Sun. 1:30- 2:00	4	80
TAKE THIRTY	M-F 3:00- 3:30	3	79
△ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

△ Pre-empted in Quebec.

\$ Sample too small for reliable reporting of enjoyment level.

Canadian viewers the customs and culture of peoples whose lives are very different from their own, this program proved of very great interest to those who watched it. Indeed, the index of enjoyment, 87, marked the highest level of enjoyment attained by a 'This Land' program this season. (See last week's report, TV/73/5, for a week-by-week audience record of the series to January 3.)

- Immediately following this, on Wednesday from 8:30-9:30 pm, the British drama series MAN AT THE TOP drew its biggest audience so far this season - 12 per cent as against 8 and 9 per cent audiences for the preceding first and second episodes of the current series. This is a slightly bigger audience than 'Man At The Top' had at this stage in its run last season. The level of audience enjoyment, however, remains quite low - average index to date, 63, much below average for network programs in general.
- Broadcast in its usual Thursday 10:00-10:30 pm slot on the metronet and some CBC affiliated stations, THE MARKETPLACE, for the second successive week, drew a national audience of 7 per cent - 2-3 percentage points bigger than the average pre-January audience to the series, and about twice as big as audiences to the first few editions of the program. Typical of the series, this week's program was much enjoyed by those who watched it - index of enjoyment 80, average index for the series to date 81. (For an audience record of preceding programs in 'The Marketplace' series, see last week's report TV/73/5.)
- Friday's PROGRAM X (10:00-10:30 pm on the metronet and on some CBC affiliated stations) was an adaptation of the Robert Fish comedy-suspense story 'The Moonlight Gardener' - about an avid gardener whose late-night activities arouse the suspicions of a nosey neighbour. The index of enjoyment was 58 - much lower than the index of 69 for last week's program featuring actress Barbara Hamilton, but some 7 points higher than the average index for last season's 'Program X' series as a whole. The size of this week's audience, 5 per cent, was close to average for the series last season.
- Indications are that the (Monday 9:30-10:00 pm) THIS IS THE LAW panel-quiz series is growing somewhat in popularity. At 19 per cent, the audience to this week's broadcast was marginally bigger than any previously attracted to the series this season (average

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: JANUARY 5-11, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	84
SINGALONG JUBILEE	Wed. 7:30- 8:00	10	80
HYMN SING	Sun. 5:30- 6:00	10	85
TELESCOPE (The R.C.M.P. - Part 2)	Thu. 9:00- 9:30	8	83
THE MARKETPLACE	Thu. 10:00-10:30	7	80
* & CBC CHAMPIONSHIP CURLING	Sat. 1:30- 2:30	5	75
PROGRAM X ('Moonlight Gardener')	Fri. 10:00-10:30	5	58
* REPLAY	Sat. 6:30- 7:00	4	77
TOMMY BANKS	Fri. 10:30-11:00	4	69
BANDWAGON	Thu. 9:30-10:00	4	71
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	40
* UPDATE	Sat. 6:00- 6:30	3	75
VIEWPOINT	M-F 11:22-11:29	3	78
ENCOUNTER	Thu. 10:30-11:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	74
AUDUBON WILDLIFE THEATRE+	M-F 1:30- 2:00	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	82
MAUDE	Thu. 7:30- 8:00	13	79
GET SMART	M-F 5:30- 6:00	10	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	9	82
<u>CTV PROGRAMS</u>			
* HOCKEY - NHL	Wed. 8:00-10:33	31	76
SONNY AND CHER	Fri. 7:30- 8:30	19	78
+ MANNIX	Sun. 8:30- 9:30	18	78
IRONSIDE	Mon. 10:00-11:00	18	82
FRIDAY NIGHT MOVIE ('Showdown At The End Of The World - McCloud')	Fri. 8:30-10:00	16	79
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	16	78
ACADEMY PERFORMANCE ('Set This Town On Fire')	Sat. 8:00-10:00	16	77
MARCUS WELBY, M.D.	Tue. 10:00-11:00	16	82
+ MEDICAL CENTER	Mon. 8:30- 9:30	16	85
F.B.I.	Fri. 10:00-11:00	15	81
+ PAUL LYNDE	Tue. 7:00- 7:30	15	79
POLICE SURGEON	Sat. 7:30- 8:00	15	80
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	13	80
+ DORIS DAY	Mon. 7:00- 7:30	13	72
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	78
+ THE BRADY BUNCH	Fri. 7:00- 7:30	12	76
+ LITTLE PEOPLE	Thu. 7:30- 8:00	11	83
+ GEORGE	Thu. 7:00- 7:30	10	71
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	9	78
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	79
GEORGE KIRBY	Thu. 9:00- 9:30	8	61
IAN TYSON	Tue. 9:30-10:00	8	73
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	78
ANYTHING YOU CAN DO	M-F 3:30- 4:00	7	70
ANOTHER WORLD	M-F 3:00- 3:30	7	84
ROLLIN'	Mon. 7:30- 8:00	6	71
W5	Sun. 10:00-11:00	6	79
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	72
'THE BRITISH EMPIRE' (Part 11)	Sun. 7:30- 8:30	6	75
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	80
+ SPORTS BEAT '73	Wed. 10:35-11:05	4	79
SOMERSET	M-F 2:30- 3:00	4	80
CANADA A.M.	M-F 7:00- 8:30	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

& Joined in progress in some areas.

* Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

17 per cent). And, with an index of enjoyment of 77, this week's show also maintained the increased level of audience enjoyment that the series has held since mid-December - average index of enjoyment 76 as against an earlier norm of 72.

- Returning, after a four-week absence, to its usual Monday 10:00-10:30 pm slot, THE NATURE OF THINGS this week repeated a program that it first carried in mid-January last season - on the life cycle of the polar bear. While the 12 per cent audience was only about two-thirds the size of the audience to the original presentation, it ranks as one of the biggest 'Nature Of Things' audiences this season, about on a par with the November 6 program on 'The Lacandonnes'. Like the original presentation, this week's repeat was very much enjoyed by the great majority of those who watched it - index of enjoyment 90.
- Following this, on Monday at 10:30-11:00 pm, the first of two programs on 'Love and Marriage' attracted the biggest audience that MAN ALIVE has drawn this season - 10 per cent as against comparable weekly audiences of 6-8 per cent for previous programs. In this program a young engaged couple talked about their courtship and hopes for the future. Audience reactions were somewhat mixed. Some viewers were particularly pleased by what they felt to be the "wholesome", "sensible" approach of these young people to marriage, and by their seeming acceptance of many of the "old, traditional" values. Others, however, were less impressed, some finding the young couple rather naive in their outlook, shallow in their thinking and the program altogether rather dull. Perhaps reflecting differences in this respect between big city/small town people, the program as a whole was much less enjoyed by viewers living in the big metropolitan centres (index of enjoyment for this section of the audience 69) than by those living in the more rural parts of the country (index 78) - index of enjoyment for the audience as a whole, 74. The 'Man Alive' audience record so far this season:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 20	'Life Before Birth' - the first of two programs on scientific studies of pre-natal development	6	85
Nov. 27	'Life Before Birth' - concluded	8	80

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 5-11, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 5th	7:00- 7:30	Local Programming	13	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	20	SONNY AND CHER
	8:00- 8:30	MASH	23	
	8:30- 9:00	ALL IN THE FAMILY	39	
	9:00- 9:30	TOMMY HUNTER	20	FRIDAY NIGHT MOVIE ('Showdown At The End Of The World - McCloud')
	9:30-10:00			
	10:00-10:30 10:30-11:00	Not Complete Network	16	F.B.I.
SUN 7th	7:00- 7:30	THE BEACHCOMBERS	18	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	28	
	8:00- 8:30	JULIE ANDREWS	25	'THE BRITISH EMPIRE'
	8:30- 9:00		19	+ MANNIX
	9:00- 9:30	'CAN-CAN TO BARCAROLLE' (Jacques Offenbach)	9	
	9:30-10:00		#	'IS THERE A DOCTOR IN THE HOUSE'
	10:00-10:30 10:30-11:00	CBC WEEKEND	8	6 W5
MON 8th	7:00- 7:30	Local Programming	14	+ DORIS DAY
	7:30- 8:00	Not Complete Network	7	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	29	Local Programming
	8:30- 9:00	CANNON	30	16 + MEDICAL CENTER
	9:00- 9:30		19	13 PIG 'N' WHISTLE
	9:30-10:00	THIS IS THE LAW	12	18 IRONSIDE
	10:00-10:30 10:30-11:00	THE NATURE OF THINGS ('Polar Bear') (Repeat) MAN ALIVE	9	
TUE 9th	7:00- 7:30	Local Programming	16	+ PAUL LYNDE
	7:30- 8:00		9	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	27	# 'QUEEN OF HEARTS' (on Eva Peron)
	8:30- 9:00	FLIP WILSON	31	Local Programming
	9:00- 9:30			
	9:30-10:00	FRONT PAGE CHALLENGE	21	8 IAN TYSON
	10:00-10:30 10:30-11:00	TUESDAY NIGHT (on Vietnam)	7	17 MARCUS WELBY, M.D.
THU 11th	7:00- 7:30	Local Programming	11	+ GEORGE
	7:30- 8:00	Not Complete Network	12	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	25	14 + THE STREETS OF SAN FRANCISCO
	8:30- 9:00			
	9:00- 9:30		8	GEORGE KIRBY
	9:30-10:00	Not Complete Network	6	HERE COME THE SEVENTIES
	10:00-10:30 10:30-11:00		#	CIRCLE OF FEAR
S - S	11:00-11:20	CBC NEWS	14	9 * CTV NEWS

* Re-scheduled in some areas on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 4	Interview with Beyers Naude of South Africa's anti-apartheid Afrikhaans Christian Institute (not telecast on CBLT Toronto)	4	76
Dec. 18	Profile of medical missionary and former United Church of Canada moderator, Robert McClure.	8	86
Dec. 25	'In Search Of Christmas' - fact and myth surrounding the birth of Christ.	6	68
Jan. 8	'Love and Marriage' - the first of two programs on modern roles in marriage.	10	74

- On Thursday at 9:00-9:30 pm, on the metronet and some affiliated stations, TELESCOPE this week presented the second of two programs marking the centenary of the formation of the Royal Canadian Mounted Police. Like the previous week's program, this one attracted an 8 per cent audience - the peak audience level for 'Telescope' this season. Also like the first 'RCMP' program, this concluding episode was much enjoyed by the great majority of those who watched it - index of enjoyment 83.

This week's program was in fact the very last production in the long-running 'Telescope' series which will not be returning to the network next year. The audience record for this final 15-week season:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 14	A tour of the Vancouver Public Aquarium	6	83
Sept. 21	A tour of Nashville with country music fans	6	70
Sept. 28	Pre-empted		
Oct. 5	A visit to the Royal Ontario Museum	4	74

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 12	Profile of retired business- man-financier E.P. Taylor	7	79
Oct. 19	Pre-empted		
Oct. 26	Profile of singer-composer Paul Anka	7	75
Nov. 2	Reminiscences of the early Canadian West by author James H. Gray	4	84
Nov. 9	Profile of journalist- broadcaster Henry Morgan	6	72
Nov. 16	Pre-empted		
Nov. 23	Profile of magician Doug Henning	6	79
Nov. 30	A visit to an Ottawa Valley farm auction	6	75
Dec. 7	A visit to Grand Manan Island in the Bay of Fundy	6	79
Dec. 14	Profile of Montreal Canadiens' goalie Ken Dryden	6	78
Dec. 21	Profile of poet Alden Nowlan	3	no data
Dec. 28	A look at the telephone, its history and its future	5	66
Jan. 4	Part 1 of 'The R.C.M.P.'	8	80
Jan. 11	Part 2 of 'The R.C.M.P.'	8	83

- This week's 'Sunday At Nine' presentation (9:00-10:00 pm) was CAN-CAN TO BARCAROLLE, a musical documentary on the life and times of 19th century composer Jacques Offenbach. The program recreated the 'Gay Paree' of Offenbach's time and featured excerpts from some of his most famous operettas. The audience was 10 per cent, one of the smaller audiences of the current 'Sunday At Nine' season, the index of audience enjoyment 71. The complete 'Sunday At Nine' audience record so far this season:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 10	'Wayne and Shuster Comedy Special'	31	74
Sept. 17	'Strike' - drama by Grahame Woods.	13	73
Sept. 24	'Words, Words, Words and Music' - one-man show with Gene Lees	6	45
Oct. 1	Pre-empted		
Oct. 8	'The Disposable Man' - drama by Grahame Woods	10	59
Oct. 15	'The Woman I Love' - drama-documentary on Edward VIII	22	83
Oct. 22	'The Discoverers' - drama-documentary on discovery of insulin.	10	87
Oct. 29	'Friends - drama by Prim Pemberton	9	70
Nov. 5	'Rap City' - drama by Tony Sheer	12	59
Nov. 12	'The Veteran and the Lady' - drama by Charles Israel	10	78
Nov. 19	'To The Wild Country' - on the Yukon's Kluane National Park	16	92

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 26	'City and Song' - a musical tour of Leningrad		no data
Dec. 3	'Canada For The Fun Of It' - a musical tour of Canada in the winter.	22	82
Dec. 10	'The Very Merry Juliette Christmas Special'.	27	72
Dec. 17	'Wayne and Shuster Comedy Special'	24	73
Dec. 24	'Christmas Celebration'	12	82
Dec. 31	'The Irish Rovers In Ireland'		no data
Jan. 7	'Can-Can To Barcarolle' (on Jacques Offenbach)	10	71

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/7

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 12-18, 1973

THIS WEEK

Special programming on the full network this week included an hour-long portrait of the late Sir Winston Churchill entitled 'Churchill The Man'; also live coverage of the NFL 'Super Bowl' championship game between the Miami Dolphins and Washington Redskins. In addition, the metronet and some CBC affiliated stations carried a 'Maple Music' special featuring Canadian music and performers. The week also marked the full network debut of this year's 'Canadian College Sports' series and, on the metronet and some affiliate stations, the start of a Sunday afternoon repeat series of 'Telescope' programs and the debut of the BBC comedy serial, 'Clochemerle'. Also telecast this week on the full network was an NET Opera Theatre production of Tchaikowsky's 'Queen Of Spades'; due to insufficient advance notice of scheduling, however, no audience information is available on this program.

Regular CBC programs pre-empted throughout the country this week included 'Replay', 'Alan Hamel's Comedy Bag', 'Medical Explorers', 'Music To See', 'Hymn Sing', 'The Wonderful World Of Disney', 'Julie Andrews', 'Adieu Alouette', and one edition of 'Edge Of Night'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Sunday at 8:00-9:00 pm, in the usual 'Julie Andrews' slot, the network this week presented CHURCHILL THE MAN, a production by Statesman Films Limited of London recounting some of the more personal moments in the life and career of the late Sir Winston Churchill. The program included film clips, many of them of events that have now passed into history, dramatisations of various incidents in Churchill's life, and the on-camera personal reminiscences of his daughter Sarah. The audience was a substantial 21 per cent, representing just over two and a half million viewers and just slightly smaller than the usual (25 per cent) audience to the pre-empted 'Julie Andrews'. The program was also much enjoyed by the great majority of those who watched it, many viewers being specially glad to have had this opportunity to learn something about Churchill "as a human being" as distinct from Churchill the politician and war leader. The index of enjoyment was 85.
- Immediately following this, at 9:00-10:00 pm Sunday, came MUSIC AND MEMORIES OF RUDOLF FRIML, a musical profile of the recently deceased composer, one of the founders of the American musical. The program visited Friml at his home in California and included excerpts from some movies featuring his music. The audience was 13 per cent - somewhat bigger than the (10 per cent) audience to the previous week's music-documentary on 19th century composer Jacques Offenbach, and bigger also than the audience to some half-dozen other 'Sunday At Nine' programs this season. With viewers evidently being favourably impressed by both the interview and music portions of the broadcast, the overall index of enjoyment was 77 - significantly higher than the 71 index recorded for the 'Offenbach' documentary and just short of the index of 80 attained by a November 1970 music documentary on Viennese composer Franz Lehar. Unlike the Offenbach program, however, which was received with about the same degree of enthusiasm by young and old alike, Sunday's 'Friml' broadcast was much more enjoyed by older viewers, aged over fifty, than by the younger segment of the audience, the respective indices of enjoyment for these two groups of viewers being 85 and 67 respectively. (For the week-by-week audience record of the 'Sunday At Nine' series, to January 7, see last week's report, TV/73/6.)
- This week's edition of WEEKEND (Sunday 10:00-11:00 pm) was devoted entirely to environmental issues. Subjects discussed included the U.S. energy crisis and its implications for Canada, the proposed development of Canada's Arctic region, and the controversial Manitoba and James Bay hydro projects. Two other items were of a humorous

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: JANUARY 12-18, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:00	37	86
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:28	34	81
CANNON	Mon. 8:30- 9:30	30	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	83
FLIP WILSON	Tue. 8:30- 9:30	28	77
MARY TYLER MOORE	Tue. 8:00- 8:30	26	81
CAROL BURNETT	Thu. 8:00- 9:00	25	73
MASH	Fri. 8:00- 8:30	23	82
+ SUPER BOWL GAME	Sun. 3:30- 6:45	21	73
‡ ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	21	83
'CHURCHILL THE MAN'	Sun. 8:00- 9:00	21	85
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	20	83
TOMMY HUNTER (Repeat)	Fri. 9:00-10:00	20	83
THIS IS THE LAW	Mon. 9:30-10:00	19	77
‡ THE BEACHCOMBERS	Sun. 7:00- 7:30	15	69
+ COUNTRYTIME (Repeat)	Sat. 10:30-11:00	14	79
CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
'MUSIC AND MEMORIES OF RUDOLF FRIML'	Sun. 9:00-10:00	13	77
THE NATURE OF THINGS ('Grouse Country')	Mon. 10:00-10:30	11	87
(Repeat)			
THIS LAND	Wed. 8:00- 8:30	10	82
CBC WEEKEND	Sun. 10:00-11:00	10	73
MAN ALIVE	Mon. 10:30-11:00	10	80
△ EDGE OF NIGHT	M-F 3:30- 4:00	10	85
FAMILY COURT	M-F 4:00- 4:30	8	80
TUESDAY NIGHT ('The Energy Crisis')	Tue. 10:00-11:00	7	81
(Repeat)			
‡ *COUNTRY CANADA	Sun. 1:30- 2:00	3	82
* CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:00	3	72
TAKE THIRTY	M-F 3:00- 3:30	3	76
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

‡ Pre-empted in some areas.

△ Pre-empted on Wednesday.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

nature - a report on manure as a source of natural gas, and a comment by 'Fred Dobbs' on electricity. The audience was 10 per cent, the enjoyment index 73 - both about average for the 'Weekend' series both this season and last.

- THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week presented a repeat of last season's January 10 film study of the grouse. At 11 per cent, the audience was about the same size as that of the previous week's repeat documentary on the polar bear - the only other 'Nature Of Things' program to be aired since early December. While these audiences, with that of the November 6 program on 'The Lacandones', are the biggest recorded for 'The Nature Of Things' this season, they are only about two-thirds as big as audiences attracted to the original presentations of last season's four wildlife programs - on the harp seal, grouse, polar bear and lobster. However, like the original broadcast, this week's repeat of 'Grouse Country' was very much enjoyed by the great majority of those who watched it - index of enjoyment 87.
- On Monday at 9:30-10:00 pm, THIS IS THE LAW repeated its performance of the preceding week with another 19 per cent audience and another index of enjoyment of 77, both measures maintaining the improved performance of the series in recent weeks. Thus:

	Audience size	Enjoyment index
Average weekly performance to end of November 1972.	16 %	72
Average: December-January (excluding December 4 and 25)	18 %	76

- MAN ALIVE (Monday 10:30-11:00 pm) this week presented its second of two programs on 'Love and Marriage'. This one had Dr. Mary Calderone discuss with a group of teenagers the subject of male-female relationships before and after marriage. With many viewers being particularly impressed both by the frankness and seeming sincerity of the young participants and also by the understanding attitude of Dr. Calderone, the broadcast was very well received with an enjoyment index of 80. This is 6 points higher than the enjoyment level attained by last week's conversation with an engaged young couple, and about equal to the very high enjoyment norm for the current 'Man Alive' series as a whole. At 10 per cent, the audience to Monday's program was the same

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 12-18, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	21	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	81
* 'MAPLE MUSIC'	Sat. 6:30- 7:30	7	56
CLOCHEMERLE	Thu. 9:00- 9:30	5	59
THE MARKETPLACE	Thu. 10:00-10:30	5	84
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	5	78
PROGRAM X ('Corsican Justice')	Fri. 10:00-10:30	4	50
* UPDATE	Sat. 6:00- 6:30	4	78
TOMMY BANKS	Fri. 10:30-11:00	3	\$
BANDWAGON	Thu. 9:30-10:00	3	\$
VIEWPOINT	M-F 11:22-11:29	3	68
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	78
△ TELESCOPE (Author Lawrence Durrell) (Repeat)	Sun. 2:30- 3:00	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	\$
* △ YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
* △ TIME TO REMEMBER	Sun. 3:00- 3:30	2	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
MAUDE	Thu. 7:30- 8:00	13	78
NEW DICK VAN DYKE	Fri. 7:30- 8:00	10	76
GET SMART	M-F 5:30- 6:00	10	76
<u>CTV PROGRAMS</u>			
‡ HOCKEY-NHL	Wed. 8:00-10:50	27	81
+ MANNIX	Sun. 8:30- 9:30	19	82
FRIDAY NIGHT MOVIE ('No Hearts, No Flowers' - McMillan and Wife)	Fri. 8:30-10:00	16	81
POLICE SURGEON	Sat. 7:30- 8:00	16	77
IRONSIDE	Mon. 10:00-11:00	16	84
MARCUS WELBY, M.D.	Tue. 10:00-11:00	15	85
F.B.I.	Fri. 10:00-11:00	15	79
ACADEMY PERFORMANCE ('Company of Killers')	Sat. 8:00-10:00	15	71
+ PAUL LYNDE	Tue. 7:00- 7:30	15	81
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	15	79
THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	84
+ MEDICAL CENTER	Mon. 8:30- 9:30	13	82
+ THE BRADY BUNCH	Fri. 7:00- 7:30	13	78
+ DORIS DAY	Mon. 7:00- 7:30	13	70
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	76
+ GEORGE	Thu. 7:00- 7:30	12	74
+ LITTLE PEOPLE	Thu. 7:30- 8:00	11	83
IAN TYSON	Tue. 9:30-10:00	9	76
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	9	75
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	78
+ WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	88
ANOTHER WORLD	M-F 3:00- 3:30	8	88
ANYTHING YOU CAN DO	M-F 3:30- 4:00	8	70
ROLLIN'	Mon. 7:30- 8:00	7	75
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	7	81
W5	Sun. 10:00-11:00	7	75
GEORGE KIRBY	Thu. 9:00- 9:30	6	69
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	70
SOMERSET	M-F 2:30- 3:00	5	85
* △ SPORTS BEAT '73	Wed. 10:52-11:22	5	68
+ CHALLENGING SEA	Sun. 5:00- 5:30	3	\$
CANADA A.M.	M-F 7:00- 8:30	1	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Pre-empted in some areas.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

size as that of the previous week's 'Love and Marriage' broadcast and 2 percentage points bigger than the audience to any other 'Man Alive' program this season.

- TUESDAY NIGHT (10:00-11:00 pm) this week drew another 7 per cent audience to a repeat of a program broadcast last season on 'The Energy Crisis'. In it, politicians, scientists, ecologists and utility officials discussed North American energy reserves, Canadian energy export policy, and the effects on the environment of the generation, transmission and use of energy. On this occasion the program rated an index of enjoyment of 81 ranking it as one of the best-received 'Tuesday Night' programs this season. This confirms the original telecast of 'The Energy Crisis' which had a similarly warm audience reception, index of enjoyment 84. The record for the current 'Tuesday Night' series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Pee wee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia in Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Légion Etrangère' - on the French Foreign Legion.	6	82
Oct. 31	A post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway.	7	80
Nov. 28	'Les Anglais' - on the English speaking minority in the Province of Quebec.	7	73
Dec. 5	'Born To Be Small' (a repeat) - on midgets and dwarfs.	10	82
Dec. 19	'Thy Kingdom Come' - on the effects of "social gospel" on Canadian politics of the Left.	5	77

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 12-18, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 12th	7:00- 7:30	Local Programming	14	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	#	'SOME SWEET, SWEET MUSIC' (Tony Bennett and Count Basie)
	8:00- 8:30	MASH	24	
	8:30- 9:00	ALL IN THE FAMILY	36	
	9:00- 9:30	TOMMY HUNTER (Repeat)	19	17 FRIDAY NIGHT MOVIE ('No Hearts, No Flowers' - McMillan And Wife)
	9:30-10:00			
	10:00-10:30			
	10:30-11:00	Not Complete Network	16	F.B.I.
SUN 14th	7:00- 7:30	△ THE BEACHCOMBERS	14	Not Complete Network
	7:30- 8:00	△ ADVENTURES OF BLACK BEAUTY	20	# NATIONAL GEOGRAPHIC SPECIAL (('Strange Creatures Of The Night'))
	8:00- 8:30	'CHURCHILL THE MAN'	21	
	8:30- 9:00			14 M M NIX
	9:00- 9:30	'MUSIC AND MEMORIES OF RUDOLF FRIML'	12	# + A TOUCH OF GRACE
	9:30-10:00			
	10:00-10:30	CBC WEEKEND	9	7 W5
	10:30-11:00			
MON 15th	7:00- 7:30	Local Programming	14	+ DORIS DAY
	7:30- 8:00	Not Complete Network	7	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	28	Local Programming
	8:30- 9:00	CANNON	23	14 + MEDICAL CENTER
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	19	13 FIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS (('Grouse Country')) (Repeat)	11	
	10:30-11:00	MAN ALIVE	9	17 IRONSIDE
TUE 16th	7:00- 7:30	Local Programming	16	+ PAUL LYNDE
	7:30- 8:00		9	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	26	# 'COLE PORTER IN PARIS'
	8:30- 9:00	FLIP WILSON	28	
	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	20	9 IAN TYSON
	10:00-10:30	TUESDAY NIGHT ('The Energy Crisis') (Repeat)	7	16 MARCUS WELBY, M.D.
	10:30-11:00			
THU 18th	7:00- 7:30	Local Programming	12	+ GEORGE
	7:30- 8:00	Not Complete Network	12	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	25	15 + THE STREETS OF SAN FRANCISCO
	8:30- 9:00			
	9:00- 9:30		7	GEORGE KIRBY
	9:30-10:00		6	HERE COME THE SEVENTIES
	10:00-10:30	Not Complete Network	#	CIRCLE OF FEAR
	10:30-11:00			
S-S	11:00-11:20	CBC NEWS	13	9 * CTV NEWS

△ Pre-empted in the Atlantic Region.

* Re-scheduled in some areas on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 26	William F. Buckley-Germaine Greer debate on the Women's Liberation Movement.	6	71
Jan. 2	Pre-empted		
Jan. 9	'As It Was In The Beginning' - a history of the Vietnam war.	7	69
Jan. 16	'The Energy Crisis' - on North American energy resources.	7	81

- In the Thursday 9:00-9:30 pm slot previously occupied by 'Telescope', the metronet this week presented the first instalment of the nine-episode BBC comedy serial CLOCHEMERLE. Based on the Gabriel Chevallier novel of the same name, 'Clochemerle' stars Cyril Cusak, Wendy Hiller and Roy Dotrice. The narrator is Peter Ustinov. Though a substantial (one-third) minority of those who watched this first episode very much enjoyed it, many in the audience were much less favourably impressed, the resultant enjoyment index for the audience as a whole being a rather low 59. The size of the audience to 'Clochemerle' was 5 per cent nationally, 7 per cent within the CBC metronet area where the program was fully available - slightly bigger than the average metronet area audience this season to the discontinued 'Telescope' series.
- Continuing to be very much enjoyed by the great majority of those who watch it, THE MARKETPLACE (Thursday 10:00-10:30 pm on the metronet and on some CBC affiliate stations) this week rated an enjoyment index of 84. This latest edition did not, however, draw quite as big an audience as did either of the last two 'Marketplace' programs - 5 per cent as against recent audiences of 7 per cent. The weekly audience record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 5	Introducing the series; consumer pitfalls; reasons for high food prices; new home warranties.	4	81
Oct. 12	Failure of Ralph Nader to appear at Montreal meeting; supermarket food prices; dating services; safety of school buses.	4	84

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 19	Pre-empted		
Oct. 26	Food prices; consumer warranties; cash advances; personal bank loans and interest rates.	3	75
Nov. 2	Fish prices; drug prices; deceptive advertising; additives in meat; low income housing	3	no data
Nov. 9	Dairy prices in Nova Scotia; used car sales; lead content in dishes; predictions for consumers in the 1980's.	4	86
Nov. 16	Volvo cars; snow tires; Bell Canada's application for a rate increase; washer-spin dryers; dangerous china.	5	81
Nov. 23	Pre-empted		
Nov. 30	Vancouver food co-op; health foods; interest rates and chargex plan.	5	73
Dec. 7	Possible lead contamination in Crest toothpaste; electrical appliances; dial-a-bus; seat belts; over-the-counter drugs; contracts.	6	86
Dec. 14	Price in relation to content; consumer protection; electrical appliances; guarantees and service contracts; consumer books; car prices; funerals.	5	77
Dec. 21	Fishing industry; pet food; automobile insurance; Christmas charities; inflation.	4	78

continued...

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 28	New Year's resolutions; bank - ruptcy; antibiotics; baby food; garbage disposal.	4	82
Jan. 4	Report on a socialist experimental 'people's store'; price and quality of carpeting; Bell Canada rates; batteries for toys.	7	86
Jan. 11	Meat prices; report on questionable practices in the building of pre-fab houses in Alberta and on consumer pro- tection laws in that area.	7	80
Jan. 18	Quality and efficiency of emergency medical services; complaints against Ideal Toys' 'Shaker Maker'; 'muscle' cars; medical prescriptions.	5	84

- On Wednesday at 8:00-8:30 pm, THIS LAND focused on the Ontario county of Lanark. The program reviewed the history of the county from the first Scottish settlements in the early 19th century, through to the present-day Ottawa-area communities of Perth, Smith Falls and Carleton Place. The audience was 10 per cent - down somewhat from the peak 13 per cent audience attracted the week before to a program on 'The Hutterites' of Alberta, but about average for the current 'This Land' series (9 per cent). Like virtually all 'This Land' programs, 'Lanark County' was very well received (index 82) by the audience as a whole, many viewers commenting particularly on the increasing awareness the program had given them of the hardships endured by these early settlers.

- This week's Saturday evening schedule included MAPLE MUSIC, a 60-minute showcase of Canadian recording talent in the folk, middle-of-the-road, and rock idioms, taped last summer before an audience of European music critics, journalists and broadcasters as part of an effort to promote Canadian music and Canadian artists. Broadcast on the metronet and on about a dozen CBC affiliate stations at 6:30- 7:30 pm EST in the east, but much later in the evening

in western areas, the program drew a relatively small 7 per cent audience across the country. With only singer Anne Murray singled out for any special praise, and with many of those who watched the program indicating their strong personal dislike of "that type of music", the index of enjoyment for the broadcast as a whole was a low 56 - about twenty index points below average for network programs in general.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/8

ON

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 19-25, 1973

THIS WEEK

Special programming on the network this week included coverage of President Nixon's announcement of a cease-fire in Vietnam, a World Hockey Association game, the 1973 Canadian Figure Skating Championships, the music-documentary 'There's Nothing Like A Big Brass Band' and a film on the life of Helen Keller. Due to insufficient advance notice of scheduling no audience information is available for the Nixon or Helen Keller broadcasts.

Regular network programs pre-empted throughout the country this week included 'Youth Confrontation', 'Telescope', 'Time To Remember', 'Medical Explorers', 'Tuesday Night' and one edition of 'Edge Of Night'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Saturday afternoon (from 2:00-4:00 pm EST) and on Sunday evening (at 9:00-10:00 pm in all areas except the Atlantic Provinces where it ran at 10:00-11:00 pm AST) the network provided coverage of the 1973 CANADIAN FIGURE SKATING CHAMPIONSHIPS from Vancouver. The Saturday broadcast drew an 18 per cent audience, a big CBC audience for a Saturday afternoon, the Sunday broadcast an above-average 'Sunday At Nine' audience of 24 per cent. These compare with the respective 19 and 29 per cent audience attracted to the corresponding Saturday afternoon and Sunday evening telecasts from last year's Canadian Figure Skating Championships. These competitions continue to give immense pleasure to the great majority of people who watch them, the enjoyment index for the Saturday broadcast being 90, for Sunday's review of the performance of some of the finalists, 93.
- On Sunday at 10:00-11:00 pm in most areas (an hour earlier in the Atlantic region), WEEKEND drew a 12 per cent audience this week. This is a third bigger than the usual 9 per cent weekly audience that 'Weekend' has averaged this season, an increase almost certainly attributable, in part at least, to the much bigger-than-usual lead-in 'Weekend' obtained this week from 'Sunday At Nine' - as noted above, the 24 per cent audience for the Canadian Figure Skating Championship program. This week's edition of 'Weekend' was also one of the more enjoyed of the series, the index of enjoyment being 75 as against an average index of 71 for the current series as a whole. The content of this week's program: a conversation with the national secretary of the Canadian Airline Flight Attendants Association concerning his group's dispute with Wardair; a report on President Nixon's dispute with the media and reactions to a proposal that would give local American stations greater independence from the networks; an interview with hockey star Derek Sanderson; a report from Blandford, Nova Scotia on the effects of the recent ban on whaling; and a look at Toronto's controversial Yonge Street 'Strip'.
- The network program rating the lowest index of enjoyment this week was the PROGRAM X drama, 'The Ancient Secret Of Women' (Friday 10:00-10:30 pm on the metronet and some affiliates). With many viewers finding the story - about a young man who inherits his uncle's magical power over women - too far-fetched, silly and nonsensical, and with no less than one-third of the audience rating it as a program that they didn't enjoy "at all", the enjoyment index for the audience as a whole

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 19-25, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:00	33	88
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	32	85
CANNON	Mon. 8:30- 9:30	30	84
* FLIP WILSON	Tue. 8:30- 9:30	29	84
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	28	77
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	28	79
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	28	81
CAROL BURNETT	Thu. 8:00- 9:00	27	78
* MARY TYLER MOORE	Tue. 8:00- 8:30	27	81
CANADIAN FIGURE SKATING CHAMPIONSHIPS	Sun. 9:00-10:00	24	93
JULIE ANDREWS	Sun. 8:00- 9:00	23	76
MASH	Fri. 8:00- 8:30	22	84
THIS IS THE LAW	Mon. 9:30-10:00	20	75
THE BEACHCOMBERS	Sun. 7:00- 7:30	20	73
TOMMY HUNTER	Fri. 9:00-10:00	19	87
* FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	85
CANADIAN FIGURE SKATING CHAMPIONSHIPS	Sat. 2:00- 4:00	18	90
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	83
+ WORLD HOCKEY ASSOCIATION	Sun. 2:00- 4:33	13	68
+ △ COUNTRYTIME	Sat. 10:30-11:00	12	80
CBC WEEKEND	Sun. 10:00-11:00	12	75
THE NATURE OF THINGS ('Lobster And The Sea') (Repeat)	Mon. 10:00-10:30	11	87
MAN AT THE TOP	Wed. 8:30- 9:30	11	64
'THERE'S NOTHING LIKE A BIG BRASS BAND'	Wed. 9:30-10:30	10	74
♠ EDGE OF NIGHT	M-F 3:30- 4:00	9	84
THIS LAND	Wed. 8:00- 8:30	9	82
MAN ALIVE	Mon. 10:30-11:00	8	79
FAMILY COURT	M-F 4:00- 4:30	8	76
ADIEU ALOUETTE	Wed. 10:30-11:00	5	67
□ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
* MUSIC TO SEE (Repeat)	Sun. 5:00- 5:30	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	79

- * Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).
- + Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).
- △ Joined in progress at 10:43 pm EST in the Montreal Region.
- ♠ Pre-empted on Wednesday.
- Pre-empted in Quebec.
- \$ Sample too small for reliable reporting of enjoyment level.

was a very low 42. The size of this week's audience was 4 per cent - unchanged from most preceding weeks this season. The audience record for the series this season (all dramas with the exception of the December 29 program):

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 22	'The Secluded Lot'	3	no data
Dec. 29	'That Hamilton Woman' -featuring actress Barbara Hamilton	4	69
Jan. 5	'Moonlight Gardener'	5	58
Jan. 12	'Corsican Justice'	4	50
Jan. 19	'The Ancient Secret Of Women'	4	42

- On Monday at 10:00-10:30 pm, THE NATURE OF THINGS repeated the third of four wildlife programs from last season's series. This one, on the life cycle of the lobster, drew about the same size of audience (11 per cent) as each of the two previous repeats - on the polar bear and grouse. All three of these programs, moreover, have been just as much enjoyed in their repeat versions as when first shown - the index of enjoyment for this week's program, a high 87.
- On Monday at 10:30-11:00 pm, the subject of this week's MAN ALIVE program, entitled 'Showbiz Christianity', was U.S. television evangelist Rex Humbard. In conversation with host Roy Bonisteel at the Humbard 'Cathedral Of Tomorrow', the preacher told of his humble beginnings and of the phenomenal growth of his 'television ministry'. Also commenting were Humbard's wife Maude Aimee, his son Rex who produces the TV series, and several of his associates. In line with audience reactions to most 'Man Alive' programs this season, this week's broadcast was very well received with an enjoyment index of 79 (previous index range for the series, 68-86). The size of the audience to Monday's program was 8 per cent - 2 percentage points smaller than the audience of each of the last two 'Man Alive' broadcasts (on 'Love and Marriage') but about average for the current series as a whole. The record to date:

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 19-25, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	84
SING-A-LONG JUBILEE	Wed. 7:30- 8:00	8	79
△ HYMN SING	Sun. 5:30- 6:00	8	82
THE MARKETPLACE	Thu. 10:00-10:30	7	84
CLOCHEMERLE	Thu. 9:00- 9:30	6	63
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	6	77
PROGRAM X ('The Ancient Secret Of Women')	Fri. 10:00-10:30	4	42
BANDWAGON (Repeat)	Thu. 9:30-10:00	4	67
* UPDATE	Sat. 6:00- 6:30	4	79
* ALAN HAMEL COMEDY BAG (Repeat)	Sat. 7:00- 7:30	4	55
TOMMY BANKS	Fri. 10:30-11:00	3	74
* REPLAY	Sat. 6:30- 7:00	3	\$
* VIEWPOINT	M-F 11:22-11:29	3	74
ENCOUNTER	Thu. 10:30-11:00	2	\$
ELWOOD CLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	78
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	2	93
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
‡ * DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
<u>CBC METRONET</u>			
THE WONERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	84
MAUDE	Thu. 7:30- 8:00	13	82
GET SMART	M-F 5:30- 6:00	9	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	82
<u>CTV PROGRAMS</u>			
IRONSIDE	Mon. 10:00-11:00	20	84
SONNY AND CHER	Fri. 7:30- 8:30	17	78
FRIDAY NIGHT MOVIE ('Requiem For A Falling Star-Columbo')	Fri. 8:30-10:00	17	80
+ MANNIX	Sun. 8:30- 9:30	16	84
ACADEMY PERFORMANCE ('I Love My Wife')	Sat. 8:00-10:00	16	66
+ MEDICAL CENTER	Mon. 8:30- 9:30	15	84
F.B.I.	Fri. 10:00-11:00	15	79
+ * PAUL LYNDE	Tue. 7:00- 7:30	15	77
+ A TOUCH OF GRACE	Sun. 9:30-10:00	15	86
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	15	80
POLICE SURGEON	Sat. 7:30- 8:00	14	80
+ DORIS DAY	Mon. 7:00- 7:30	14	73
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	81
+ THE BRADY BUNCH	Fri. 7:00- 7:30	14	83
+ GEORGE	Thu. 7:00- 7:30	13	74
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	78
+ LITTLE PEOPLE	Thu. 7:30- 8:00	12	82
* SEARCH	Tue. 8:00- 9:00	12	78
+ CIRCLE OF FEAR	Thu. 10:00-11:00	10	73
+ * HEADLINE HUNTERS	Tue. 7:30- 8:00	9	78
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	84
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	78
ROLLIN'	Mon. 7:30- 8:00	8	77
□ ANOTHER WORLD	M-F 3:00- 3:30	8	86
GEORGE KIRBY	Thu. 9:00- 9:30	8	64
ANYTHING YOU CAN DO	M-F 3:30- 4:00	8	70
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	66
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	79
W5	Sun. 10:00-11:00	6	75
* IAN TYSON	Tue. 9:30-10:00	6	74
+ * SPORTS BEAT '73	Wed. 10:35-11:05	5	76
'THE BRITISH EMPIRE' (Part 12)	Sun. 7:30- 8:30	5	80
‡ SOMERSET	M-F 2:30- 3:00	5	84
+ CHALLENGING SEA	Sun. 5:00- 5:30	4	83

△ Joined in progress in some areas.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

‡ Pre-empted in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

□ Pre-empted on Wednesday.

‡ Pre-empted on Thursday.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 20	'Life Before Birth' - the first of two programs on scientific studies of pre-natal development	6	85
Nov. 27	'Life Before Birth' - concluded	8	80
Dec. 4	Interview with Beyers Naude of South Africa's anti-apartheid Afrikhaans Christian Institute (not telecast on CBLT Toronto)	4	76
Dec. 18	Profile of medical missionary and former United Church of Canada moderator, Robert McClure.	8	86
Dec. 25	'In Search Of Christmas' - fact and myth surrounding the birth of Christ.	6	68
Jan. 8	'Love and Marriage' - the first of two programs on modern roles in marriage.	10	74
Jan. 15	'Love And Marriage' (concluded)	10	80
Jan. 22	Profile of U.S. Evangelist, TV preacher Rex Humbard.	8	79

- Entitled 'Flight North Of The Ancient Bird', Wednesday's edition of THIS LAND (8:00-8:30 pm) followed the flight of two Air Reserve squadrons from Toronto to a point further north than any Air Reserve aircraft had ever flown before, the aim being to establish that there is a role for the military in the development of the North. The program also looked at the changing lives of the native people and at the feasibility of the navigation of Arctic waters by oil tankers. Both the size of the audience (9 per cent) and the level of audience enjoyment (index 82) were about average for the current series as a whole. The audience record for 'This Land' so far this season:

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: JANUARY 19-25, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM		
FRI 19th	7:00- 7:30	Local Programming		14	+ THE BRADY BUNCH		
	7:30- 8:00	Not Complete Network		17	SONNY AND CHER		
	8:00- 8:30	MASH	22				
	8:30- 9:00	ALL IN THE FAMILY		33	FRIDAY NIGHT MOVIE ('Requiem For A Falling Star-Columbo')		
	9:00- 9:30	TOMMY HUNTER		19			17
	9:30-10:00						
	10:00-10:30	Not Complete Network		16	F.B.I.		
	10:30-11:00						
SUN 21st	7:00- 7:30	THE BEACHCOMBERS	19	Not Complete Network			
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	27	5	'THE BRITISH EMPIRE'		
	8:00- 8:30	JULIE ANDREWS	23				
	8:30- 9:00	CANADIAN FIGURE SKATING CHAMPIONSHIPS		24	17	+ MANNIX	
	9:00- 9:30				15	+ A TOUCH OF GRACE	
	9:30-10:00	CBC WEEKEND		12	6	W5	
	10:00-10:30						
	10:30-11:00						
MON 22nd	7:00- 7:30	Local Programming		15	+ DORIS DAY		
	7:30- 8:00	Not Complete Network		9	ROLLIN'		
	8:00- 8:30	THE PARTRIDGE FAMILY	27	Local Programming			
	8:30- 9:00	CANNON		30	16	+ MEDICAL CENTER	
	9:00- 9:30						
	9:30-10:00	THIS IS THE LAW	20	13	PIG 'N' WHISTLE		
	10:00-10:30	THE NATURE OF THINGS ('Lobster And The Sea') (Repeat)	11	20	IRONSIDE		
	10:30-11:00	MAN ALIVE	7				
THU 25th	7:00- 7:30	Local Programming		14	+ GEORGE		
	7:30- 8:00	Not Complete Network		13	+ LITTLE PEOPLE		
	8:00- 8:30	CAROL BURNETT		27	14	+ THE STREETS OF SAN FRANCISCO	
	8:30- 9:00						
	9:00- 9:30	Not Complete Network		8	GEORGE KIRBY		
	9:30-10:00			7	HERE COME THE SEVENTIES		
	10:00-10:30			10	+ CIRCLE OF FEAR		
	10:30-11:00						
S-S	11:00-11:20	* CBC NEWS	13	9	* CTV NEWS		

+ Not carried (on this day and at this time) on all CTV stations.

‡ Broadcast at 9:00-10:00 pm in the Atlantic Region.

* Re-scheduled in some areas on one or more occasions.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Wednesday and Saturday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday and Saturday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 26	'A Look At This Land' - a film trip across Canada	4	83
Nov. 1	'Cry Of The Whales' - on the future of the whale industry	6	83
Nov. 8	Pre-empted		
Nov. 15	'West Coast Trail' - a trip along the Canadian Pacific coastline	9	82
Nov. 22	'To Take A Stand' - on the Quebec timber industry	9	82
Nov. 29	'Great Bear Lake' - the ecology of Great Bear Lake in the Northwest Territories	9	83
Dec. 6	'To The Very Last Drop' - Canada's petroleum industry (Pre-empted in Alberta and B.C.)	6	79
Dec. 13	'A Certain Shame' - animal trapping for fur	8	82
Dec. 20	'The White North' - visit to the Northwest Territories	8	79
Dec. 27	'The Mountain' - profile of mountaineer Edward Feutz (repeat)	10	83
Jan. 3	'Home Is Where' - essay on homes throughout the ages	9	73
Jan. 10	A look at a community of Hutterites in Alberta.	13	87
Jan. 17	'Lanark County' - the history and present day development of a rural county in Ontario	10	82
Jan. 24	'Flight North Of The Ancient Bird'	9	82

- This week's Wednesday evening (9:30-10:30 pm) music special was titled THERE'S NOTHING LIKE A BIG BRASS BAND, a review of a brass band festival held last summer in Niagara Falls. Focusing on the four bands from Britain which were the nucleus of the festival, the program showed these top amateur musicians during rehearsal, in concert and on sight-seeing tours. The broadcast also included an interview with each of the festival's three main conductors on the subject of brass band music and its history - a segment of the program that a substantial minority of viewers felt should have been shortened to allow for more music. On the whole, however, the program was moderately well received with an audience enjoyment index of 74 - just slightly below average for network programs generally this season. As was perhaps to be expected, 'There's Nothing Like A Big Brass Band' was much more enjoyed by older viewers, in the over-50 age group (index of enjoyment 81) than by younger members of the audience (index 65). The size of the audience was 10 per cent - about average for Wednesday evening musical specials these past two seasons. The record for the 1972-73 season to date:

	<u>DATE AND TIME</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 20	8:30-10:00	'The Sleeping Beauty' performed by the National Ballet of Canada	19	76
Dec. 27	9:30-11:00	Puccini's opera 'La Rondine' (repeat)	6	57
Jan. 3	9:30-10:30	CBC Talent Festival - winners of 13th annual contest	7	68
Jan. 10	9:30-10:30	The Toronto Dance Theatre in England	no data	
Jan. 17	9:30-11:00	Tchaikovsky's opera 'Queen of Spades'	no data	
Jan. 24	9:30-10:30	'There's Nothing Like A Big Brass Band'	10	74

- Immediately following this, at 10:30-11:00 pm on Wednesday, this week's ADIEU ALOUETTE, the third in the series of National Film Board programs on contemporary French Canada, portrayed life in the small Quebec village of Ste-Justine, birthplace of novelist

Roch Carrier. The author re-visited his hometown, talked of the poverty of the village, of the people who still live there, and how he frequently bases his characters on people he knew in the village. Aspects of the program which seemed most to impress those who watched it were the simplicity of the rural life in Ste-Justine and the cheerfulness of the people despite their many hardships. The resultant index of audience enjoyment was 67 - about equal to that of the opening 'Adieu Alouette' on the changing role of the R.C. church in Quebec (69) and much above the low index of 49 attained by the January 10 portrait of comedian Yvon Deschamps. The size of the weekly audience to 'Adieu Alouette' remains at 5 per cent.

- After a slight audience loss the week before, THE MARKETPLACE (Thursday 10:00-10:30 pm on the metronet and some CBC affiliated stations) this week returned to the 7 per cent audience level that the series had maintained throughout most of January. These audiences are the biggest yet attracted to 'Marketplace' and about twice the size of the audiences attracted to the series in the early weeks of the season. With another index of audience enjoyment of 84 this week, the series also continues to be very much enjoyed by most of those who watch it - average index of enjoyment to date, 81.
- For the second time this season the network provided coverage of a WORLD HOCKEY ASSOCIATION game. Broadcast on Sunday, at 2:00-4:33 pm eastern time, this week's contest between the Winnipeg Jets and the New England Whalers drew a substantial afternoon audience of 13 per cent. Though much more favourably received than the earlier (October 11) WHA game between the Alberta Oilers and the Ottawa Nationals (which rated a record low index of 52 for televised hockey) this week's game was still much less widely enjoyed by those who watched it than the great majority of NHL telecasts, the index of audience enjoyment being only 68 compared with an average index of 79 for the regular Saturday 'Hockey Night In Canada' series.
- Now in its third week, the British adventure series, BLACK BEAUTY, continues to maintain a much larger adult-teenage audience than its predecessor in the Sunday 7:30-8:00 pm slot, the discontinued 'Anna And The King'. This week's 'Black Beauty' audience was 28 per cent compared with an audience for 'Anna' that had declined from an average 25 per cent in September-October, to 22 per cent in November to 19 per cent by the end

of December when it came off the air. The level of audience enjoyment during these first few weeks of 'Black Beauty' is also high - average index 81 - which augers well for the continued success of the series.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/9

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: JANUARY 26-FEBRUARY 1, 1973

THIS WEEK

Special network programming this week included a documentary on Newfoundland in the 'To The Wild Country' series; a modern ballet-drama event, 'Messe Pour Le Temps Présent' ('Mass For Our Time'); a profile of classical guitarist John Williams; highlights of the first round of the Can-Am ski meet from Collingwood, Ontario; and a CBC special examining the Vietnam truce agreement. Due to insufficient advance notice of scheduling, no audience information is available for the last-named broadcast. Nor, for the same reason, is there any data this week for 'CBC Championship Curling'.

Regular CBC programs pre-empted throughout the country this week were: 'Tommy Banks', 'The Beachcombers', 'Black Beauty', 'Cannon', 'Front Page Challenge', 'Tuesday Night', and 'Adieu Alouette'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

In 'Buggy Without A Horse', Wednesday's THIS LAND (8:00-8:30 pm) traced the history of the automobile in Canada and looked at the work involved in restoring old cars. Interest in the subject was widespread with many viewers feeling that they had learned a great deal from the program that they hadn't known before. The resultant index of audience enjoyment was 80, just two index points short of the average index for the current series as a whole. The size of the audience was 11 per cent, about 2 percentage points above average for the series and one of the biggest 'This Land' audiences this season. (For the audience record of the series to January 24, see last week's report TV/73/8.)

- . Later on Wednesday, at 9:30-11:00 pm, the network presented MESSE POUR LE TEMPS PRESENT ('Mass For Our Time'), a work created by Maurice Béjart and his Ballet of the 20th Century for the 1967 Festival of Avignon. Described by M. Béjart as "a total theatre experience, a ceremony rather than a ballet, opera or drama", the program drew an 8 per cent audience - about 1.0 million viewers. While this is a fairly average-sized audience for a Wednesday night music special, the fact is that less than one-fifth of this audience watched the entire 90-minutes of the program. Even if one includes those who tuned in late, only about 4 out of every ten viewers stayed with the program to its end. The others stopped watching before the program had run its course - a very large audience loss for a 90-minute broadcast. Moreover, relatively few of those who watched 'Messe Pour Le Temps Présent' enjoyed it, the great majority of viewers being unfavourably unimpressed. The resultant index of audience enjoyment was 36 - the lowest level of enjoyment achieved by a network program this season. Specific objections to the program were varied but a widespread view seemed to be that it was "weird", "meaningless and aimless", "unintelligible" "just so much gymnastics" and generally irritating to both ear and eye.

- . On Monday at 10:00-10:30 pm, THE NATURE OF THINGS repeated the last of four wildlife programs from last season's series. At 11 per cent, the audience to this week's program on the harp seal was about the same size as the audience to each of the three previous repeat documentaries - on the polar bear, grouse and lobster. When first shown in January of last season, these four programs drew somewhat bigger audiences, of 14-18 per cent. Each, however, was just as much enjoyed in its repeat version as

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: JANUARY 26-FEBRUARY 1, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	35	82
+ NHL ALL-STAR HOCKEY GAME	Tue. 7:30-10:02	35	86
ALL IN THE FAMILY	Fri. 8:30- 9:00	34	86
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:32	30	78
CANNON	Mon. 8:30- 9:30	29	82
CAROL BURNETT	Thu. 8:00- 9:00	28	74
TO THE WILD COUNTRY - 'The Other Newfoundland'	Sun. 7:00- 8:00	27	89
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	26	80
JULIE ANDREWS	Sun. 8:00- 9:00	24	70
MASH	Fri. 8:00- 8:30	21	83
TOMMY HUNTER	Fri. 9:00-10:00	20	83
*‡ MARY TYLER MOORE	Tue. 10:03-10:30	19	82
THIS IS THE LAW	Mon. 9:30-10:00	18	74
+ COUNTRYTIME	Sat. 10:33-11:00	15	80
CBC NATIONAL NEWS	S-S 11:00-11:21	14	83
'THE TRANS-AMERICAN EXPEDITION, THE DARIEN GAP'	Sun. 9:00-10:00	13	75
THE NATURE OF THINGS (Harp Seal) (Repeat)	Mon. 10:00-10:30	11	87
MAN AT THE TOP	Wed. 8:30- 9:30	11	64
THIS LAND	Wed. 8:00- 8:30	11	80
△ EDGE OF NIGHT	M-F 3:30- 4:00	11	84
CBC WEEKEND	Sun. 10:00-11:00	10	76
△ FAMILY COURT	M-F 4:00- 4:30	8	79
'MESSE POUR LE TEMPS PRESENT' ('Mass For Our Time')	Wed. 9:30-11:00	8	36
MAN ALIVE	Mon. 10:30-11:00	6	60
CANADIAN COLLEGE SPORTS	Sat. 2:00- 3:30	4	70
COUNTRY CANADA	Sun. 1:30- 2:00	4	75
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
TAKE THIRTY	M-F 3:00- 3:30	3	81
* CAN-AM (Campbell-Weider Memorial Ski Meet)	Sat. 3:30- 4:00	3	77
NATION'S BUSINESS (Social Credit)	Sun. 11:15-11:21	3	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	3	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	3	\$
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas.

‡ Joined-in-progress in some areas.

△ Pre-empted in Newfoundland on Wednesday.

\$ Sample too small for reliable reporting of enjoyment level.

when first shown, the index of enjoyment for this week's program being a typically high 87.

Following this, at 10:30-11:00 pm, MAN ALIVE presented an imagined dramatic confrontation between Sir John A. Macdonald Canada's first Prime Minister, and Louis Riel, leader of the Métis Rebellion of 1884. Bruno Gerussi was cast as Riel, Robert Christie as Sir John A. Audience reactions were somewhat mixed: a substantial minority of viewers (about one-third) very much enjoyed the program; many being specially impressed by the unusual dramatic approach to a real incident in history and by the quality of the acting. Many other viewers however were much less impressed, finding the program dull, uninteresting and, in some cases, hard to follow. The resultant index of enjoyment for the audience as a whole was 60 - much below the high enjoyment norm of 81 for the 'Man Alive' series this season. This, incidentally, parallels the audience reception given the two dramatic historical confrontations presented by 'Man Alive' last season, both the 'Mary Stuart - John Knox' and 'King Charles I - Oliver Cromwell' programs having had enjoyment indices in the relatively low 62-65 range. The audience to this week's 'Louis Riel: On The Side Of The Angels' was smaller than to most recent 'Man Alive' programs - 6 per cent as against audiences these past three weeks of 8-10 per cent. (For the week-by-week audience record of the series to January 22, see last week's report TV/73/8.)

On Sunday the network presented the third of five occasional specials on the Canadian outdoors under the general title, TO THE WILD COUNTRY. The first of these programs, on Sunday November 19th at 9:00-10:00 pm, dealt with the Yukon's new Kluane National Park, the second, on Sunday December 10th at 8:00-9:00 pm, with the once near-extinct Canada goose. This week's program, 'The Other Newfoundland', broadcast at 7:00-8:00 pm on Sunday, explored some of the little-known wilderness and wildlife areas of that province. The audience was 27 per cent, substantially bigger than the 15 and 16 per cent audiences to the first two 'Wild Country' programs, bigger also than the average 17 per cent adult-teenage audience for 'The Beachcombers', one of the two regular programs pre-empted by this week's special, and about the same size as the usual adult-teenage audience for the other pre-empted program, 'Black Beauty'. All three of these 'To The Wild Country' specials have also been very well received by those who have watched them, the index of audience enjoyment for this week's program on Newfoundland being 89, the indices for the two previous programs in the series being 91-92.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: JANUARY 26-FEBRUARY 1, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS (repeat)	Mon. 7:30- 8:00	18	85
SINGALONG JUBILEE	Wed. 7:30- 8:00	10	80
HYMN SING	Sun. 5:30- 6:00	9	85
CLOCHEMERLE	Thu. 9:00- 9:30	7	71
THE MARKETPLACE	Thu. 10:00-10:30	7	80
PROGRAM X ('Who's Been Sitting In My Chair?')	Fri. 10:00-10:30	4	53
BANDWAGON	Thu. 9:30-10:00	4	66
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	65
* UPDATE	Sat. 6:00- 6:30	4	79
* REPLAY	Sat. 6:30- 7:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	78
TELESCOPE ('The Cabot Trail') (repeat)	Sun. 2:30- 3:00	3	\$
ENCOUNTER	Thu. 10:30-11:00	3	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	92
VIEWPOINT	M-F 11:22-11:29	2	72
DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
'JOHN WILLIAMS AT RONNIE SCOTT'S'	Sun. 3:00- 4:00	2	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (repeat)	Sun. 6:00- 7:00	19	82
MAUDE	Thu. 7:30- 8:00	13	77
* GET SMART	M-F 5:30- 6:00	9	77
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	82
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:28	26	76
SONNY AND CHER	Fri. 7:30- 8:30	19	77
+ A TOUCH OF GRACE	Sun. 9:30-10:00	19	86
ACADEMY PERFORMANCE ('Diary Of A Mad Housewife')	Sat. 8:00-10:00	18	62
FRIDAY NIGHT MOVIE ('Family Flight')	Fri. 8:30-10:00	17	79
IRONSIDE	Mon. 10:00 11:00	17	82
+ MANNIX	Sun. 8:30- 9:30	17	81
F.B.I.	Fri. 10:00-11:00	17	78
+ MEDICAL CENTER	Mon. 8:30- 9:30	16	84
+ PAUL LYNDE	Tue. 7:00- 7:30	16	78
POLICE SURGEON	Sat. 7:30- 8:00	15	79
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	14	78
MARCUS WELBY, M.D.	Tue. 10:00-11:00	14	83
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	82
SEARCH	Tue. 8:00- 9:00	14	81
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	76
+ THE BRADY BUNCH	Fri. 7:00- 7:30	13	80
+ GEORGE	Thu. 7:00- 7:30	13	71
+ DORIS DAY	Mon. 7:00- 7:30	12	73
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	12	85
+ LITTLE PEOPLE	Thu. 7:30- 8:00	12	86
+ CIRCLE OF FEAR	Thu. 10:00-11:00	11	72
THE HUMAN JOURNEY: 'How We Adapt'	Sun. 10:00-11:00	10	82
IAN TYSON	Tue. 9:30-10:00	9	71
CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	9	75
GEORGE KIRBY	Thu. 9:00- 9:30	8	65
ANOTHER WORLD	M-F 3:00- 3:30	8	84
ANYTHING YOU CAN DO	M-F 3:30- 4:00	8	72
ROLLIN'	Mon. 7:30- 8:00	7	76
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	63
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	6	80
'THE BRITISH EMPIRE' (Part 13)	Sun. 7:30- 8:30	6	73
+ SPORTS BEAT '73	Wed. 10:30-11:00	5	75
SOMERSET	M-F 2:30- 3:00	5	80
+ CHALLENGING SEA	Sun. 5:00- 5:30	4	84

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

□ Re-scheduled and joined-in-progress on CFCF (Montreal).

\$ Sample too small for reliable reporting of enjoyment level.

This week's program in the 'Sunday At Nine' series (9:00-10:00 pm) was THE DARIEN GAP, a CBC-produced documentary on the experiences of a British Army expedition which, in 1972, forced a passage through the hitherto uncrossed Darien Gap in the Isthmus of Panama. Audience reaction was moderately favourable (index of enjoyment 75). Many viewers were clearly impressed by the determination of the expedition, by the hardships endured by its members and by the novelty of the whole operation. Others, however, had difficulty grasping the purpose of the expedition and blamed the program for being disjointed, for lacking continuity and for omitting certain explanations of what-was-happening-and-why that would, they felt, have increased their understanding and enjoyment of the program. The size of the audience to 'The Darien Gap' was 13 per cent, some two percentage points below average for a 'Sunday At Nine' series that has varied widely this season within the 6-31 per cent audience range. The complete record for the current series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 10	'Wayne and Shuster Comedy Special'	31	74
Sept. 17	'Strike' - drama by Grahame Woods.	13	73
Sept. 24	'Words, Words, Words and Music' - one-man show with Gene Lees	6	45
Oct. 1	Pre-empted		
Oct. 8	'The Disposable Man' - drama by Grahame Woods	10	59
Oct. 15	'The Woman I Love' - drama-documentary on Edward VIII	22	83
Oct. 22	'The Discoverers' - drama-documentary on discovery of insulin.	10	87
Oct. 29	'Friends - drama by Prim Pemberton	9	70

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: JANUARY 26-FEBRUARY 1, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 26th	7:00- 7:30	Local Programming			14	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network			20	SONNY AND CHER
	8:00- 8:30	MASH	21			
	8:30- 9:00	ALL IN THE FAMILY		34		
	9:00- 9:30	TOMMY HUNTER		20	18	FRIDAY NIGHT MOVIE ('Family Flight')
	9:30-10:00					
	10:00-10:30	Not Complete Network			18	F.B.I.
	10:30-11:00					
SUN 28th	7:00- 7:30	TO THE WILD COUNTRY - 'The Other Newfoundland'		27	Not Complete Network	
	7:30- 8:00				6	'THE BRITISH EMPIRE'
	8:00- 8:30	JULIE ANDREWS		24		
	8:30- 9:00					
	9:00- 9:30	'THE TRANS-AMERICAN EXPEDITION, THE DARIEN GAP'		12	20	+ A TOUCH OF GRACE
	9:30-10:00					
	10:00-10:30	CBC WEEKEND		10	10	THE HUMAN JOURNEY: 'How We Adapt'
	10:30-11:00					
MON 29th	7:00- 7:30	Local Programming			13	+ DORIS DAY
	7:30- 8:00	Not Complete Network			8	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY		25	Local Programming	
	8:30- 9:00	CANNON		28	16	+ MEDICAL CENTER
	9:00- 9:30					
	9:30-10:00	THIS IS THE LAW		18	14	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS (Harp Seal) (repeat)		11	18	IRONSIDE
	10:30-11:00	MAN ALIVE		6		
THU 1st	7:00- 7:30	Local Programming			13	+ GEORGE
	7:30- 8:00	Not Complete Network			12	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT		27	15	+ THE STREETS OF SAN FRANCISCO
	8:30- 9:00					
	9:00- 9:30	Not Complete Network			8	GEORGE KIRBY
	9:30-10:00				7	HERE COME THE SEVENTIES
	10:00-10:30				11	+ CIRCLE OF FEAR
	10:30-11:00					
S-S	11:00-11:20	CBC NEWS		13	10	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e., non-delayed) programming on Tuesday, Wednesday and Saturday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday and Saturday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 5	'Rap City' - drama by Tony Sheer	12	59
Nov. 12	'The Veteran and the Lady' - drama by Charles Israel	10	78
Nov. 19	'To The Wild Country' - on the Yukon's Kluane National Park	16	92
Nov. 26	'City and Song' - a musical tour of Leningrad	no data	
Dec. 3	'Canada For The Fun Of It' - a musical tour of Canada in the winter.	22	82
Dec. 10	'The Very Merry Juliette Christmas Special'.	27	72
Dec. 17	'Wayne and Shuster Comedy Special'	24	73
Dec. 24	'Christmas Celebration'	12	82
Dec. 31	'The Irish Rovers In Ireland' (repeat)	no data	
Jan. 7	'Can-Can To Barcarolle' - the life and times of Jacques Offenbach	10	71
Jan. 14	'Music And Memories of Rudolf Friml'	13	77
Jan. 21	'Canadian Figure Skating Championships' (finalists) (Broadcast at 10:00-pm in the Atlantic region)	24	93
Jan. 28	'The Darien Gap'	13	75

Friday's PROGRAM X (10:00-10:30 pm on the metronet and some CBC affiliated stations) was a drama, 'Who's Been Sitting In My Chair?', starring Colin Fox and Michelle Chicoine. The size of the audience, 4 per cent, was about

average for the series, the overall index of audience enjoyment a typically low 53. (For an audience record of preceding programs in the series, see last week's report TV/73/8.)

- . On Thursday at 9:00-9:30 pm the metronet and one or two CBC affiliated stations presented the third instalment of the nine-episode BBC comedy serial CLOCHEMERLE. The size of the audience this week was 7 per cent - a gain of two percentage points over the viewing level reached by the series' debut two weeks previously. The degree to which 'Clochemerle' is being enjoyed by those who watch it is also on the increase, the index of audience enjoyment for this week's episode being 71, for the first and second episodes, 59 and 63 respectively.
- . Viewer reactions to individual music items in this week's COUNTRYTIME, IRISH ROVERS and SINGALONG JUBILEE have been separately reported.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/10

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: February 2 - 8, 1973

THIS WEEK

Special network programming this week included 'The Canadian Money Test', a music-documentary 'This is Noel Coward', a repeat of 'The Wonder Of It All' on the life of Emily Carr, a World Hockey Association game, and highlights of the week's 'Maple Leaf Indoor Games'.

Regular CBC programs pre-empted throughout the country this week included 'Telescope', 'Youth Confrontation', 'Time to Remember', 'Medical Explorers', 'Julie Andrews', 'The Nature of Things', 'Man At The Top' and 'Carol Burnett'.

SOURCE OF INFORMATION

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THE PANEL

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TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Sunday from 2:00-4:45 pm EST, in all regions except Montreal (where coverage of the Quebec Social Credit Leadership Convention was being provided), the network carried live coverage of the Cleveland-Ottawa WHA HOCKEY game. Like the two 'World Hockey Association' games carried earlier this season, this one was received with much less enthusiasm than most regular 'NHL Hockey' broadcasts - index of enjoyment on this occasion 65 as against an average index of 78 for the current Saturday night NHL series. The audience to Sunday's game was 10 per cent - 3 percentage points smaller than the Sunday afternoon audience to the January 21 New England-Winnipeg game which had full network exposure. The first of this season's three 'WHA' games, broadcast on a Wednesday evening, October 11, had a much bigger (19 per cent) audience than either of these two Sunday afternoon games.
- On Sunday evening, the regular 8:00-9:00 pm 'Julie Andrews' program was pre-empted this week by THIS IS NOEL COWARD, a produced-in-Britain music-documentary on the career and personal associations of author-dramatist-composer, long-time stage and screen personality, Sir Noel Coward. On camera narration was by Sir John Gielgud. While a substantial minority of those who watched the program very much enjoyed it, others were much less impressed. Some found the presentation "bitty" and disjointed, at times difficult to follow, and there was a fairly widespread feeling that the program had contained too much description and narration, not enough music and song. The resultant index of enjoyment for the audience as a whole was only 62, much below the 76 index average for network programs in general. Nor was the audience a very big one for prime time on a Sunday evening - 13 per cent, only about half the size of the usual audience to the pre-empted 'Julie Andrews'. (Though broadcast on the full CBC network, Montreal viewers missed the first half of this Noel Coward special, joining the broadcast in progress at 8:30 pm)
- Immediately following this, on Sunday at 9:00-10:00 pm, the 'Sunday At Nine' series presented GREAT DAYS ON KING STREET, a documentary on the early days of the Toronto Daily Star. Pierre Berton was host of the program which included archival film, photographs and the reminiscences of former 'Star' reporters on the headlines, stories, contests and scoops that characterised the highly competitive newspaper journalism of that time. While the audience was not a particularly large

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: FEBRUARY 2-8, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY (repeat)	Sun. 6:00- 7:00	36	81
ALL IN THE FAMILY	Fri. 8:30- 9:00	35	84
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	31	78
CANNON	Mon. 8:30- 9:30	30	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	29	78
FLIP WILSON	Tue. 8:30- 9:30	27	81
MARY TYLER MOORE	Tue. 8:00- 8:30	25	83
MASH	Fri. 8:00- 8:30	25	80
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	23	81
d ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	22	80
TOMMY HUNTER	Fri. 9:00-10:00	21	86
THIS IS THE LAW	Mon. 9:30-10:00	18	77
'THE CANADIAN MONEY TEST'	Thu. 8:00- 9:00	18	75
£ THE BEACHCOMBERS	Sun. 7:00- 7:30	18	68
+ COUNTRYTIME	Sat. 10:30-11:00	16	81
CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
‡ 'THIS IS NOEL COWARD'	Sun. 8:00- 9:00	13	62
EDGE OF NIGHT	M-F 3:30- 4:00	11	84
THIS LAND	Wed. 8:00- 8:30	11	86
CBC WEEKEND	Sun. 10:00-11:00	10	75
+ £ WORLD HOCKEY ASSOCIATION	Sun. 2:00- 4:45	10	65
'THE WONDER OF IT ALL' (Emily Carr) (repeat)	Wed. 8:30-10:00	9	75
'GREAT DAYS ON KING STREET' (Toronto Star)	Sun. 9:00-10:00	9	79
MAN ALIVE (repeat)	Mon. 10:00-11:00	8	78
TUESDAY NIGHT (Japanese Canadians)	Tue. 10:00-11:00	8	78
FAMILY COURT	M-F 4:00- 4:30	8	81
* MAPLE LEAF INDOOR GAMES	Sat. 2:00- 4:00	8	85
ADIEU ALOUETTE	Wed. 10:00-11:00	6	47
TAKE THIRTY	M-F 3:00- 3:30	3	78
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

£ Pre-empted on CBMT (Montreal).

‡ Joined-in-progress at 8:30 pm on CBMT (Montreal).

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

one (9 per cent) and below the average (15 per cent) for 'Sunday At Nine' this season, the majority of those who watched 'Great Days On King Street' very much enjoyed it, the index of enjoyment for the audience as a whole being 79. Moreover, while it was to be expected that a nostalgic program of this kind would be more favourably received by older viewers - by those over, say, the age of 50 - in fact the great majority of younger people who watched the program did enjoy it - index of enjoyment for the under-50 group 75, for the over-50 group 82.

So far this season 'Sunday At Nine' has drawn its biggest audiences with the September 10 and December 17 Wayne and Shuster shows (31 and 24 per cent respectively), the January 21 Canadian Figure Skating 'Parade Of Champions' (24 per cent) and the December 3 music tour 'Canada For The Fun Of It' (22 per cent). Audience size aside, the 'Sunday At Nine' programs most enjoyed by those who have watched them have been the above-mentioned 'Parade Of Champions' (index of enjoyment 93), the Banting and Best documentary 'The Discoverers' (index 87) and 'Canada For The Fun Of It' (index 82), and the December 24 musical 'Christmas Celebration' from Winnipeg (index 82).

At 8:00-9:00 pm on Thursday, the usual 'Carol Burnett' show was pre-empted by another in the periodic series of quiz-test programs. This one, THE CANADIAN MONEY TEST, dealt with various aspects of money, budgeting, the cost of living, etc. and followed the usual pattern of putting questions to two studio groups, one of 'experts' the other of 'ordinary citizens'; viewers at home were encouraged to keep their own scores on the 'test' and to compare them with the scores of the two studio groups and with 'national average' scores obtained from a sample survey specially conducted by CBC Research for this purpose. The program host was Fred Davis, the studio commentators Major Sheldon Carroll of the Bank of Canada, Joan Watson of the CBC's 'Marketplace' series and Professor Bill Nielson of the Osgoode Hall Law School. The audience was 18 per cent, about two-thirds the size of the usual audience to the pre-empted 'Carol Burnett' and the same size as the audience to the last of these 'test' programs, the 'Canadian Income Tax Test' broadcast last March. The latter program and this week's 'Money Test' were also enjoyed to about the same extent by those who watched them - index of enjoyment in each case 75. None of these more recent 'test' programs of the

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 2-8, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	19	82
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	79
*△HYMN SING	Sun. 5:30- 6:00	8	80
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	6	77
THE MARKETPLACE	Thu. 10:00-10:30	6	79
CLOCHERMELE	Thu. 9:00- 9:30	6	73
* REPLAY	Sat. 6:30- 7:00	4	72
* UPDATE	Sat. 6:00- 6:30	4	77
PROGRAM X ('The Late Man')	Fri. 10:00-10:30	3	50
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	3	63
TOMMY BANKS	Fri. 10:30-11:00	3	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	92
BANDWAGON	Thu. 9:30-10:00	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	80
VIEWPOINT	M-F 11:22-11:29	2	74
ENCOUNTER	Thu. 10:30-11:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
* \$DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (repeat)	Sun. 6:00- 7:00	21	80
MAUDE	Thu. 7:30- 8:00	15	80
GET SMART	M-F 5:30- 6:00	10	74
NEW DICK VAN DYKE	Fri. 7:30- 8:00	9	77
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:40	26	79
IRONSIDE	Mon. 10:00-11:00	19	81
SONNY AND CHER	Fri. 7:30- 8:30	19	78
+ PAUL LYNDE	Tue. 7:00- 7:30	18	81
+ MANNIX	Sun. 8:30- 9:30	18	80
POLICE SURGEON	Sat. 7:30- 8:00	17	77
MARCUS WELBY, M.D.	Tue. 10:00-11:00	17	85
FRIDAY NIGHT MOVIE ('An Elementary Case Of Murder'-McMillan and Wife)	Fri. 8:30-10:00	17	80
ACADEMY PERFORMANCE ('The Only Game In Town')	Sat. 8:00-10:00	16	69
F. B. I.	Fri. 10:00-11:00	16	77
+ MEDICAL CENTER	Mon. 8:30- 9:30	16	85
+ THE BRADY BUNCH	Fri. 7:00- 7:30	16	76
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	16	80
+ A TOUCH OF GRACE	Sun. 9:30-10:00	15	86
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	15	82
+ DORIS DAY	Mon. 7:00- 7:30	14	70
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	74
SEARCH	Tue. 8:00- 9:00	13	80
+ GEORGE	Thu. 7:00- 7:30	13	74
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	11	79
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	10	82
'GET HAPPY' (Jack Lemmon Special)	Sun. 7:30- 8:30	9	52
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	79
IAN TYSON	Tue. 9:30-10:00	9	72
ANOTHER WORLD	M-F 3:00- 3:30	9	86
ANYTHING YOU CAN DO	M-F 4:00- 4:30	9	73
ROLLIN'	Mon. 7:30- 8:00	8	70
W5	Sun. 10:00-11:00	7	77
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	81
GEORGE KIRBY	Thu. 7:30- 8:00	6	68
SOMERSET	M-F 2:30- 3:00	6	84
+*△CHALLENGING SEA	Sun. 5:00- 5:30	6	86
+ *SPORTS BEAT '73	Wed. 10:42-11:12	4	73

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Joined-in-progress in some areas.

‡ Pre-empted in some areas.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

last few years, however, has maintained the high level of performance of some of the earlier programs in the series. Thus:

DAY/TIME/DATE	PROGRAM	PER CENT VIEWING	INDEX OF ENJOYMENT
Sun. Jan. 1, 1967 9:00-10:00 pm	'History Test'	23	78
Sun. Nov. 24, 1968 9:00-10:00 pm	'Physical Fitness Test'	30	81
Thurs. Feb. 26, 1970 10:00-11:00 pm	'Crime Test'	27	84
Sun. March 14, 1971 8:00-9:00 pm	'Travel Test'	21	79
Fri. Dec. 17, 1971 9:00-10:00 pm	'Sports Test'	11	73
Thurs. March 23, 1972 8:00-9:00 pm	'Income Tax Test'	18	75
Thurs. Feb. 8, 1973 8:00-9:00 pm	'Money Test'	18	75

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 2-8, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 2nd	7:00- 7:30	Local Programming	16	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	20	SONNY AND CHER
	8:00- 8:30	MASH		
	8:30- 9:00	ALL IN THE FAMILY	34	FRIDAY NIGHT MOVIE ('An Elementary Case Of Murder'- McMillan and Wife)
	9:00- 9:30	TOMMY HUNTER	20	
	9:30-10:00			
	10:00-10:30	Not Complete Network	17	F.B.I.
	10:30-11:00			
SUN 4th	7:00- 7:30	THE BEACHCOMBERS	18	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	21	10 'GET HAPPY' (Jack Lemmon Special)
	8:00- 8:30	'THIS IS NOEL COWARD'	13	
	8:30- 9:00			19 + MANNIX
	9:00- 9:30	'GREAT DAYS ON KING STREET' (Toronto Star)	9	16 + A TOUCH OF GRACE
	9:30-10:00			
	10:00-10:30	CBC WEEKEND	10	7 W5
	10:30-11:00			
MON 5th	7:00- 7:30	Local Programming	15	+ DORIS DAY
	7:30- 8:00	Not Complete Network	8	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	29	Local Programming
	8:30- 9:00	CANNON	30	17 + MEDICAL CENTER
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	18	14 PIG 'N' WHISTLE
	10:00-10:30	MAN ALIVE (Repeat)	8	20 IRONSIDE
	10:30-11:00			
TUE 6th	7:00- 7:30	Local Programming	19	+ PAUL LYNDE
	7:30- 8:00		12	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	25	14 SEARCH
	8:30- 9:00	FLIP WILSON	26	
	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	23	9 IAN TYSON
	10:00-10:30	TUESDAY NIGHT (Japanese Canadians)	8	18 MARCUS WELBY, M.D.
	10:30-11:00			
THU 8th	7:00- 7:30	Local Programming	14	+ GEORGE
	7:30- 8:00	Not Complete Network	6	GEORGE KIRBY
	8:00- 8:30	'THE CANADIAN MONEY TEST'	17	16 + THE STREETS OF SAN FRANCISCO
	8:30- 9:00			
	9:00- 9:30			# THE BOB HOPE SPECIAL
	9:30-10:00			
	10:00-10:30	Not Complete Network		# THE WAYNE NEWTON SPECIAL
	10:30-11:00			
S-S	11:00-11:20	CBC NEWS	13	10 * CTV NEWS

Pre-empted on CBMT (Montreal).

‡ Joined-in-progress at 8:30 pm on CBMT (Montreal).

* Broadcast at 11:13-11:33 pm EST in the Last on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- This week's TUESDAY NIGHT (10:00-11:00 pm) was 'Watari Dori: A Bird of Passage', the story of Canadians of Japanese origin, from 1930 to the present. The documentary recalled the World War II years when many West Coast Japanese, for reasons of security, were taken from their homes and interned. The program also talked with some young Japanese-Canadians about the past and about their search for an identity in modern Canadian society. A widespread reaction to the program was that it had been a clearly presented, interesting, and indeed moving account of a particular aspect of Canadian history. The index of audience enjoyment was 78, just slightly above average for 'Tuesday Night' this season, the size of the audience 8 per cent - slightly bigger than the average 6-7 per cent audience for programs in the current series. The record for 'Tuesday Night' to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Pee wee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia in Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Légion Etrangère' - on the French Foreign Legion	6	82
Oct. 31	A post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway	7	80
Nov. 28	'Les Anglais' - on the English speaking minority in the Province of Quebec.	7	73
Dec. 5	'Born To Be Small' (a repeat) - on midgets and dwarfs.	10	82
Dec. 19	'Thy Kingdom Come' - on the effects of "social gospel" on Canadian politics of the Left.	5	77
Dec. 26	William F. Buckley-Germaine Greer debate on the Women's Liberation Movement.	6	71
Jan. 9	'As It Was In The Beginning' - a history of the Vietnam war.	7	69

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Jan. 16	'The Energy Crisis' - on North American energy resources (repeat).	7	81
Feb. 6	'Watari-Dori: A Bird of Passage'	8	78

- On Monday, MAN ALIVE, normally scheduled at 10:30-11:00 pm began at 10:00 pm this week with a one-hour special which looked at the ancient city of Jerusalem as a 'Meeting Point' for three of the world's great systems of religious belief. Both the level of audience enjoyment (index 78) and the size of the audience (8 per cent) were about average for 'Man Alive' this season. The latter, however, was significantly smaller than the 11-12 per cent audiences that have been attracted in the 10:00-10:30 pm slot these past four weeks to repeats of wildlife programs in 'The Nature Of Things' series.

- This week's program in the THIS LAND series (Wednesday 8:00-8:30 pm) dealt with the past and present way of life of the inhabitants of the tiny Eskimo community of Nain in Labrador - most of them former welfare recipients now employed by the Nain Freezer Plant. Like an earlier 'This Land' program on a Hutterite community in Alberta, and like numerous other CBC programs depicting people whose customs and cultures are very different from those of most Canadians, this program proved highly interesting to the great majority of those who watched it. At 86, the index of audience enjoyment, was, in fact, about equal to that of the January 10 program on the Hutterites (index 87) - the peak level of enjoyment attained by the much praised 'This Land' series (average index of enjoyment this season 81). The size of the audience for this week's program, 11 per cent, was about average for 'This Land' over the past five weeks, slightly above average for the current series as a whole.

- Then, at 8:30-10:00 pm on Wednesday, the network repeated the Norman Campbell-Don Harron music-documentary THE WONDER OF IT ALL - on the life of Canadian artist Emily Carr. With virtually no change in either the size of its audience or the extent to which it was enjoyed by those

who watched it when first shown (at 9:00-10:30 pm on Wednesday October 25), this week's repeat had an audience of 9 per cent and an enjoyment index of 75.

Immediately following this, at 10:00-11:00 pm on Wednesday, the National Film Board's ADIEU ALOUETTE series on contemporary French Canada presented a one-hour portrait of popular Quebec chansonnier Gilles Vigneault. The audience in English Canada was 6 per cent - up slightly from the 4-5 per cent audience of each of the three preceding half-hour (10:30-11:00 pm) editions, and representing some 730,000 adult and teenage viewers. As, however, with the series' January 10 profile of comedian Yvon Deschamps, this week's Gilles Vigneault program was not very well received by its Anglophone audience. About one-quarter of those who watched the show rated it at each of the two extreme ends of the enjoyment scale as a program that they had enjoyed either "very much" or "not at all", the remaining half of the audience ranking it somewhere in between. This resulted in an index of enjoyment for the audience as a whole of only 47 - 2 points lower than the index of the 'Yvon Deschamps' broadcast and far below the 67-69 index of enjoyment level of the other two 'Adieu Alouette' programs - on the changing role of the R.C. church in Quebec and on the revisit of novelist Roch Carrier to his hometown village of Ste-Justine. Thus the record for the series to date (all broadcast times 10:00-10:30 pm except where indicated):

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Jan. 3	A study of the changing role of the Roman Catholic church in Quebec.	4	69
Jan. 10	Portrait of comedian Yvon Deschamps	5	49
Jan. 17	Pre-empted		
Jan. 24	Novelist Roch Carrier	5	67
Jan. 31	Pre-empted		
Feb. 7	Portrait of chansonnier Gilles Vigneault (10:00-11:00 pm)	6	47

- . This week's PROGRAM X (Friday 10:00-10:30 pm on the metronet and on some affiliate stations) was a drama 'The Late Man', an adaptation of a story by Andre Schroeder about the people of a small fishing village and their bewilderment at the sudden strange behaviour of a fellow-fisherman. With many of those who watched the program having difficulty in following the story, the index of enjoyment for the audience as a whole was just 50 - 6 points short of the already low average index of enjoyment for the current 'Program X' series as a whole. The size of the audience was 3 per cent - just slightly below usual for 'Program X' this season.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had a typical average index of enjoyment of 78 this week for its five programs. Individual indices ranged from 83 for the Thursday profile of Newfoundland medical practitioner Dr. John Olds to 73 for Monday's visit with singer-actress Judy Lander. The remaining three broadcasts included a two-part series on the 'Company of Young Canadians' and a current affairs program discussing Toronto's Yonge Street, pornography and bail reform laws. Two of these programs rated indices of 78-79 while the first CYC program involved too few panel members to provide a reliable index of enjoyment. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five-day period, 7 per cent.

A CBC RESEARCH REPORT

TV/73/12

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 9-15, 1973

THIS WEEK

In addition to regular programming, the network this week presented the National Film Board drama 'The Sloane Affair'; 'Carnivals', a program on the way of life of people working in circuses and travelling shows; a review of 1972 Winter Olympic games; and coverage of the presentations in Ottawa of the annual 'Canadian Sports Federation Awards'. The week also saw the return of 'World of Music' and marked the debut of a bi-weekly 'Newsfile' series. Due to late notice of scheduling, however, no audience information is available either for this last-mentioned program or for the week's repeat, on CBC metronet stations, of the animated 'Dig' cartoon about the earth's history.

Regular CBC programs pre-empted throughout the country this week included 'Renlax', 'This Is The Law', 'Tuesday Night' and 'Maude'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Immediately following an above-average audience this week for 'Walt Disney' (37 per cent, the peak 'Disney' audience of the current series), THE BEACHCOMBERS, on Sunday at 7:00-7:30 pm, drew its biggest audience of the season - 23 per cent. Not only was this substantially bigger than the 17 per cent average for 'The Beachcombers' series as a whole, it was bigger even than the average audience for last season's popular 'Rovers' series in this same Sunday time slot. It is clear, moreover, that as the season has progressed, 'The Beachcombers' has been increasingly enjoyed by those who have watched it. Thus:

Average index of
audience enjoyment

October	63
November	66
December	68
January	69
February (to date)	70

- This increased viewing of CBC programming on Sunday evening did not, however, continue into the 7:30-9:00 pm time period. Indeed, both BLACK BEAUTY (7:30-8:00 pm) and JULIE ANDREWS (8:00-9:00 pm) drew significantly below-average audiences this week - 23 per cent for 'Black Beauty' as against the usual 28-29 per cent, and 17 per cent for 'Julie Andrews' as against January audiences in the 23-25 per cent range. The reason for this reduced level of viewing on CBC stations was most probably the popularity of this week's CTV 'Special' in the 7:30-8:30 pm period - The National Geographic documentary 'The Violent Earth' which drew an audience 3 percentage points bigger than any previously recorded for this Sunday evening CTV 'Special' series.

This explanation is borne out by the situation in the common CBC-CTV coverage area where the CBC's usually substantial audience lead over CTV programming at this time on Sunday was this week greatly reduced for the first half hour of the 90-minute period and disappeared completely from 8:00-9:00 pm. (As is usual for a National Geographic Special, Sunday's look at active volcanoes and the work of volcanologist Dr. Haroun Tazieff was also highly acclaimed by those who watched it, the enjoyment index being 85.)

- WEEKEND (Sunday 10:00-11:00 pm) performed unusually well this week. Not only was the 12 per cent audience one of the biggest attracted to a 'Weekend' program these past two seasons, but its index of enjoyment of 80 was much above the norm of 72 for the series and second only, this season, to the index of 84 attained by the

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: FEBRUARY 9-15, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	37	87
ALL IN THE FAMILY	Fri. 8:30- 9:00	31	87
CANNON	Mon. 8:30- 9:30	31	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	77
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	28	78
CAROL BURNETT	Thu. 8:00- 9:00	27	76
MARY TYLER MOORE	Tue. 8:00- 8:30	26	81
FLIP WILSON	Tue. 8:30- 9:30	25	79
THE BEACOMBERS	Sun. 7:00- 7:30	23	72
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	23	80
MASH (Repeat)	Fri. 8:00- 8:30	22	84
TOMMY HUNTER	Fri. 9:00-10:00	21	89
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	20	84
'CARNIVALS'	Mon. 9:30-11:00	19	56
JULIE ANDREWS	Sun. 8:00- 9:00	17	73
+ COUNTRYTIME	Sat. 10:30-11:00	15	80
CBC NATIONAL NEWS	S-S 11:00-11:21	15	84
CBC WEEKEND	Sun. 10:00-11:00	12	80
‡ EDGE OF NIGHT	M-F 3:30- 4:00	11	85
'THE SLOANE AFFAIR' (NFB Drama)	Wed. 9:30-10:30	11	77
THE NATURE OF THINGS ('The Blue Holes of Andros')	Tue. 10:00-10:30	11	82
THIS LAND	Wed. 8:00- 8:30	11	75
MAN AT THE TOP	Wed. 8:30- 9:30	11	63
'A FAMILY MAN' (Drama)	Sun. 9:00-10:00	10	63
MAN ALIVE (Repeat)	Tue. 10:30-11:00	10	87
‡ FAMILY COURT	M-F 4:00- 4:30	9	81
* SAPPORO OLYMPIC REVIEW	Sat. 2:00- 4:00	7	82
ADIEU ALOUETTE	Wed. 10:30-11:00	5	51
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	67
‡ TAKE THIRTY	M-F 3:00- 3:30	4	81
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
MUSIC TO SEE (Repeat)	Sun. 5:00- 5:30	3	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	2	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

‡ Pre-empted in British Columbia on Friday.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

December 31 'Weekend' tribute to the late Lester B. Pearson. The essentially two-part program consisted of a conversation between Prime Minister Trudeau and Charlotte Gobeil and a report on auto industry assembly lines.

This week's program in the Wednesday 9:30-10:30 pm slot was THE SLOANE AFFAIR - a drama, produced by the National Film Board in collaboration with the Department of National Revenue, about a full-scale government investigation of an alleged corporate tax fraud. The production presented the facts of the case and left the viewer to decide the question of guilt or innocence. Michael Kane starred as Allan Sloane, the president of the construction company in question. A widespread reaction to the drama was that it had been a clearly presented, interesting, very realistic and, indeed, timely portrayal of the manner in which a tax evader - large or small - is tracked down by Income Tax officials. The index of enjoyment was 77 - one of the highest for a one-occasion, straight (non-historical) drama program this season. The 11 per cent audience, representing some 1.4 million viewers, was also a substantial one for a CBC program broadcast at this hour on Wednesday evening.

Much less favourably received than 'The Sloane Affair' was this week's 'Sunday At Nine' drama, A FAMILY MAN (9:00-10:00 pm). A CBC production, starring Diana Leblanc and Tony Van Bridge, it concerned the tracking down, by the police and a team of forensic scientists, of a seemingly respectable business man who had committed murder. The index of enjoyment was 63, one of the less enjoyed 'Sunday At Nine' dramas this season. On the other hand, it has to be kept in mind that CBC Sunday evening drama has generally been enjoyed much more this season than in previous seasons when an index of enjoyment of 63 (for this week's play) would have been rated as some 4-5 index points above average. The size of the audience for 'The Family Man', at 10 per cent, was about average for the current 'Sunday At Nine' drama series. The record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 17	'Strike', by Grahame Woods	13	73
Oct. 8	'The Disposable Man', by Grahame Woods	10	59
Oct. 15	'The Woman I Love', drama- documentary on Edward VIII	22	83
Oct. 22	'The Discoverers', drama- documentary on discovery of insulin	10	87

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: FEBRUARY 9-15, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	22	84
SINGALONG JUBILEE (Repeat)	Wed. 7:30- 8:00	10	80
HYMN SING	Sun. 5:30- 6:00	10	81
CLOCHEMERLE	Thu. 9:00- 9:30	8	69
THE MARKETPLACE	Thu. 10:00-10:30	7	77
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	6	81
* ALAN HAMEL COMEDY BAG (Repeat)	Sat. 7:00- 7:30	4	63
PROGRAM X ('Hitch')	Fri. 10:00-10:30	4	55
TOMMY BANKS	Fri. 10:30-11:00	4	73
* UPDATE	Sat. 6:00- 6:30	3	83
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	91
BANDWAGON (Repeat)	Thu. 9:30-10:00	3	\$
CANADIAN SPORTS FEDERATION ANNUAL AWARDS BANQUET	Sat. 6:30- 7:00	3	\$
VIEWPOINT	M-F 11:22-11:29	3	76
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	80
DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
TELESCOPE ('The Canadian Backyard') (Repeat)	Sun. 2:30- 3:00	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	86
GET SMART	M-F 5:30- 6:00	10	75
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	76
<u>CTV PROGRAMS</u>			
# HOCKEY - NHL	Wed. 8:00-10:34	28	80
'THE FLINTSTONES ON ICE'	Fri. 7:30- 8:30	23	84
FRIDAY NIGHT MOVIE ('A Stitch In Time - Columbo')	Fri. 8:30-10:00	19	80
+ A TOUCH OF GRACE	Sun. 9:30-10:00	19	85
THE UNDERSEA WORLD OF JACQUES COUSTEAU ('Hippo')	Tue. 8:00- 9:00	19	89
+ MANNIX	Sun. 8:30- 9:30	17	80
+ ACADEMY PERFORMANCE ('The Andromeda Strain')	Sat. 8:00-10:30	17	73
F.B.I.	Fri. 10:00-11:00	16	78
POLICE SURGEON	Sat. 7:30- 8:00	16	78
+ PAUL LYNDE	Tue. 7:00- 7:30	16	82
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	15	78
NATIONAL GEOGRAPHIC SPECIAL ('The Violent Earth')	Sun. 7:30- 8:30	15	85
+ THE BRADY BUNCH	Fri. 7:00- 7:30	15	80
+ MEDICAL CENTRE	Mon. 8:30- 9:30	15	83
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	15	81
IRONSIDE	Mon. 10:00-11:00	15	82
MARCUS WELBY, M.D.	Tue. 10:00-11:00	14	82
+ LITTLE PEOPLE	Thu. 7:30- 8:00	14	83
+ DORIS DAY	Mon. 7:00- 7:30	14	72
+ GEORGE	Thu. 7:00- 7:30	14	73
PIG 'N' WHISTLE (Repeat)	Mon. 9:30-10:00	13	82
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	11	82
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	10	79
ANOTHER WORLD	M-F 3:00- 3:30	9	87
GEORGE KIRBY	Thu. 9:00- 9:30	9	65
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	81
IAN TYSON	Tue. 9:30-10:00	9	74
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	74
W5	Sun. 10:00-11:00	8	73
ROLLIN'	Mon. 7:30- 8:00	8	74
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	80
HERE COME THE SEVENTIES	Thu. 9:30-10:00	7	73
SOMERSET	M-F 2:30- 3:00	6	85
+ CHALLENGING SEA	Sun. 5:00- 5:30	6	81
*+ SPORTS BEAT '73	Wed. 10:36-11:06	5	72

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 29	'Friends', by Prim Pemberton (ex Atlantic Provinces)	9	70
Nov. 5	'Rap City', by Tony Sheer	12	59
Nov. 12	'The Veteran and The Lady', by Charles Israel	10	78
Feb. 11	'A Family Man', by George Jonas	10	63

- Broadcast in its usual Thursday 9:00-9:30 pm slot on the metronet and on one or two affiliate stations, this week's fifth episode of the nine-part CLOCHEMERLE series had an audience of 8 per cent and rated an index of enjoyment of 69 - both slightly above average for the series.
- Though broadcast a day later in the week than usual (on Tuesday at 10:00-10:30 pm), THE NATURE OF THINGS showed no change in the size of its audience this week, drawing the same 11 per cent audience that it has drawn on recent Mondays at this hour. Characteristic of 'The Nature of Things' generally, this week's program, 'The Blue Holes of Andros' - on an underwater exploration of limestone caves off the island of Andros in the Bahamas - was very much enjoyed by the great majority of those who watched it - index of enjoyment 82.
- On Monday, from 9:30-11:00 pm, the network this week carried a special 90-minute documentary on CARNIVALS. Produced by Martyn Burke, the broadcast took a close-up look at the various circus performers and behind-the-scenes people on the North American 'carnival circuit'. The 19 per cent audience was about equal in size to recent (9:30-10:00 pm) audiences to the pre-empted 'This Is The Law', and much bigger than usual 10:00-11:00 pm audiences (of 11 and 8 per cent respectively) to the displaced 'Nature of Things' and 'Man Alive' programs. Viewer reaction to 'Carnivals' was, however, far from enthusiastic, the index of enjoyment for the audience as a whole being only 56. Indications are that many viewers were disappointed with the program, having expected it to deal with the more traditional gaiety and tinsel of circus life rather than (as it did) with the rather sordid, sad, grim and often unpleasant side of the carnival business. Another very widespread complaint about the program was that it seemed to lack direction, to be disjointed and "bitty", and to be unnecessarily repetitious.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: FEBRUARY 9-15, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM		
FRI 9th	7:00- 7:30	Local Programming		16	+	THE BRADY BUNCH	
	7:30- 8:00	Not Complete Network		24		'THE FLINTSTONES ON ICE'	
	8:00- 8:30	MASH (Repeat)	22				
	8:30- 9:00	ALL IN THE FAMILY		31	20	FRIDAY NIGHT MOVIE ('A Stitch In Time-Columbo')	
	9:00- 9:30	TOMMY HUNTER		20			
	9:30-10:00						
	10:00-10:30	Not Complete Network		17			
	10:30-11:00						
SUN 11th	7:00- 7:30	THE BEACHCOMBERS		22	Not Complete Network		
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY		22	16	NATIONAL GEOGRAPHIC SPECIAL ('The Violent Earth')	
	8:00- 8:30	JULIE ANDREWS		17			
	8:30- 9:00				18	+	MANNIX
	9:00- 9:30	'A FAMILY MAN' (Drama)		10	20	+	A TOUCH OF GRACE
	9:30-10:00						
	10:00-10:30	CBC WEEKEND		11	9	W5	
	10:30-11:00						
MON 12th	7:00- 7:30	Local Programming		14	+	DORIS DAY	
	7:30- 8:00	Not Complete Network		9	ROLLIN'		
	8:00- 8:30	THE PARTRIDGE FAMILY		30	Local Programming		
	8:30- 9:00	CANNON		31	16	+	MEDICAL CENTER
	9:00- 9:30	'CARNIVALS'		19	14	PIG 'N' WHISTLE (Repeat)	
	9:30-10:00				15	IRONSIDE	
	10:00-10:30						
	10:30-11:00						
TUE 13th	7:00- 7:30	Local Programming		17	+	PAUL LYNDE	
	7:30- 8:00	Not Complete Network		11	+	HEADLINE HUNTERS	
	8:00- 8:30	MARY TYLER MOORE		25	19	THE UNDERSEA WORLD OF JACQUES COUSTEAU ('Hippo')	
	8:30- 9:00	FLIP WILSON		25			
	9:00- 9:30	FRONT PAGE CHALLENGE		19	9	IAN TYSON	
	10:00-10:30	THE NATURE OF THINGS ('The Blue Holes of Andros')		11	15	MARCUS WELBY, M.D.	
	10:30-11:00	MAN ALIVE (Repeat)		10			
	THU 15th	7:00- 7:30	Local Programming		14	+	GEORGE
7:30- 8:00		Not Complete Network		15	+	LITTLE PEOPLE	
8:00- 8:30		CAROL BURNETT		27	16	+	THE STREETS OF SAN FRANCISCO
8:30- 9:00							
9:00- 9:30		Not Complete Network			9	GEORGE KIRBY	
9:30-10:00					7	HERE COME THE SEVENTIES	
10:00-10:30					6	'TONY BENNETT SUPER SPECIAL'	
10:30-11:00							
S-S	11:00-11:20	CBC NEWS		14	10	+	CTV NEWS

* Re-scheduled in some areas on Saturday and Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- Friday's PROGRAM X (10:00-10:30 pm on the metronet and on some CBC affiliated stations) was 'Hitch' - a drama by Kaino Thomas about a hitchhiker's revenge on a person who had left him for dead after a deliberate hit-and-run incident. Watched by a typical 'Program X' audience of 4 per cent, the broadcast rated another low enjoyment index of 55 - about average for the series this season. The audience record for 'Program X' broadcasts to date (all of them dramas with the exception of the December 29 program):

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 22	'The Secluded Lot'	3	No data
Dec. 29	'That Hamilton Woman' -featuring Barbara Hamilton	4	69
Jan. 5	'Moonlight Gardener'	5	58
Jan. 12	'Corsican Justice'	4	50
Jan. 19	'The Ancient Secret of Women'	4	42
Jan. 26	'Who's Been Sitting in My Chair?'	4	53
Feb. 2	'The Late Man'	3	50
Feb. 9	'Hitch'	4	55

- Wednesday's THIS LAND (8:00-8:30 pm) maintained its slightly above-average (11 per cent) audience of the last few weeks but, with a program entitled 'Wildharp', was received with much less enthusiasm this week than is usual for the series. 'Wildharp' followed the travels up the St. Lawrence River of a group of Torontonians aboard a vessel which they had found on a Nova Scotia beach and refitted locally. The index of enjoyment for the audience as a whole was 75, about normal for network programs generally but significantly below the high average index of 82 for the current 'This Land' series. The audience record for 'This Land' so far this season:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 26	'A Look At This Land' - a film trip across Canada	4	83
Nov. 1	'Cry Of The Whales' - on the future of the whale industry	6	83
Nov. 8	Pre-empted		
Nov. 15	'West Coast Trail' - a trip along the Canadian Pacific coastline	9	82
Nov. 22	'To Take A Stand' - on the Quebec timber industry	9	82
Nov. 29	'Great Bear Lake' - the ecology of Great Bear Lake in the Northwest Territories	9	83
Dec. 6	'To The Very Last Drop' - Canada's petroleum industry (Pre-empted in Alberta and B.C.)	6	79
Dec. 13	'A Certain Shame' - animal trapping for fur	8	82
Dec. 20	'The White North' - visit to the Northwest Territories	8	79
Dec. 27	'The Mountain' - profile of mountaineer Edward Feutz (repeat)	10	83
Jan. 3	'Home Is Where' - essay on homes throughout the ages	9	73
Jan. 10	A look at a community of Hutterites in Alberta	13	87
Jan. 17	'Lanark County' - the history and present day development of a rural county in Ontario	10	82
Jan. 24	'Flight North Of The Ancient Bird'	9	82
Jan. 31	'Buggy Without A Horse' - a history of the automobile in Canada	11	80
Feb. 7	'People of The Torngats' - on the Eskimo community of Nain Labrador	11	86
Feb. 14	'Wildharp' - a schooner trip up the St. Lawrence	11	75

. ADIEU ALOUETTE (Wednesday 10:30-11:00 pm) drew another 5 per cent audience this week with a program on the World Hockey Association's 'Les Nordiques de Québec' team. At 51, the index of enjoyment for the broadcast was only a point or two higher than the previous low for the series - for the January 10 profile of comedian Yvon Deschamps and for last week's portrait of chansonnier Gilles Vigneault - and short of the 67-69 index level attained by the two other 'Adieu Alouette' broadcasts. (For the audience record of the series to February 7, see last week's report TV/73/9.)

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/13

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 16-22, 1973

THIS WEEK

Special programming on the network this week included 'Budget Night In Canada', highlights of the recent 'European Figure Skating Championships', the first of this season's 'Images Of Canada' programs, live coverage of the men's singles competition in the 'Canadian National Indoor Tennis Championships' and a film on skiing titled 'Kites To Cross Country'. Due to insufficient advance notice of scheduling, no audience information is available for the budget broadcast. Nor is there any data for 'Man Alive' which was broadcast on Wednesday this week, or for 'Countrytime' which was pre-empted in most regions.

Other regular CBC programs pre-empted throughout the country this week included 'Time To Remember', 'Medical Explorers', 'Music To See', 'The Nature Of Things', 'Adieu Alouette' and one edition of 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Wednesday evening (9:30-10:30 pm) marked the season debut of the irregularly scheduled IMAGES OF CANADA series on Canadian history. With historian Donald Creighton as narrator, this week's 'Historic Beginnings' used paintings, old film footage and visits to historical sites to trace the country's past from the arrival of the Vikings, through Confederation, to the crossing of the Northwest Passage by the RCMP ship 'St Roch' in 1942. The program won high praise from those who watched it for the excellence of the photography, the clarity of the presentation, and for the general revelation and reminder it provided to many viewers that Canada did indeed have a history and a history that was far from dull. The resultant index of enjoyment for the audience as a whole was 83 - much higher than the level of audience enjoyment recorded last March for the series' 'Craft of History' program (index 70) and surpassing even the performance of the more widely enjoyed 'Folly On The Hill' (index 79), the second of the two 'Images Of Canada' programs presented on the network last season. 'Heroic Beginnings' also drew a bigger audience - 10 per cent - than either of these two earlier 'Images Of Canada' programs which ran at 10:00-11:00 pm on Tuesdays with audiences of 6 and 8 per cent. This 10 per cent audience for this week's 'Images Of Canada' program is about average this season for programs broadcast at this time on a Wednesday evening.

- With a program entitled 'That Wonderful Day When I Reach 65', TUESDAY NIGHT (10:00-11:00 pm) this week examined 'the dream and the reality' of private retirement pension schemes and discussed the effectiveness of the Canada Pension Plan. The program examined the situation of the many Canadians who lose pension rights because of complications in the terms of their pension plans or in the law itself, the effect of inflation on fixed incomes, and the special pension problems of women. With many viewers rating it as a program that had been well worth watching and one that, to some, had been "a real eye opener", the documentary rated an enjoyment index of 78 - about average for the series this season and substantially above last year's average 'Tuesday Night' index of 74. The size of this week's audience, 7 per cent, was about average for 'Tuesday Night' this season - and last. The complete audience record for the 1972-73 series to date:

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: FEBRUARY 16-22, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:00	35	87
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	34	87
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-11:10	34	79
* THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	81
* CANNON	Mon. 8:30- 9:30	29	81
CAROL BURNETT	Thu. 8:00- 9:00	27	74
FLIP WILSON	Tue. 8:30- 9:30	27	78
MARY TYLER MOORE	Tue. 8:00- 8:30	27	80
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	24	77
MASH	Fri. 8:00- 8:30	24	83
TOMMY HUNTER	Fri. 9:00-10:00	23	85
THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 9:00-10:00	22	74
JULIE ANDREWS	Sun. 8:00- 9:00	21	73
THE BEACHCOMBERS	Sun. 7:00- 7:30	20	70
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	83
* THIS IS THE LAW	Mon. 9:30-10:00	19	75
* CBC NATIONAL NEWS	S-S 11:00-11:21	15	83
THIS LAND	Wed. 8:00- 8:30	13	83
CBC WEEKEND	Sun. 10:00-11:00	12	74
EDGE OF NIGHT	M-F 3:30- 4:00	12	84
MAN AT THE TOP	Wed. 8:30- 9:30	11	69
* EUROPEAN FIGURE SKATING CHAMPIONSHIPS	Sat. 2:00- 3:00	10	89
IMAGES OF CANADA - 'Heroic Beginnings'	Wed. 9:30-10:30	10	83
FAMILY COURT	M-F 4:00- 4:30	9	80
TUESDAY NIGHT ('That Wonderful Day When I Reach 65 ..')	Tue. 10:00-11:00	7	78
+ CANADIAN NATIONAL INDOOR TENNIS CHAMPIONSHIPS	Sun. 4:00- 5:30	7	66
* 'FROM KITES TO CROSS COUNTRY' (Skiing)	Sat. 3:00- 4:00	5	80
TAKE THIRTY	M-F 3:00- 3:30	4	78
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	4	71
* COUNTRY CANADA	Sun. 1:30- 2:00	3	83
* PROVINCIAL AFFAIRS	Sat. 11:26-11:32	3	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Pee wee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia in Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Légion Etrangère' - on the French Foreign Legion.	6	82
Oct. 31	A post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway.	7	80
Nov. 28	'Les Anglais' - on the English speaking minority in the Province of Quebec.	7	73
Dec. 5	'Born To Be Small' (a repeat) - on midgets and dwarfs.	10	82
Dec. 19	'Thy Kingdom Come' - on the effects of "social gospel" on Canadian politics of the Left.	5	77
Dec. 26	William F. Buckley-Germaine Greer debate on the Women's Liberation Movement.	6	71
Jan. 9	'As It Was In The Beginning' - a history of the Vietnam war.	7	69
Jan. 16	'The Energy Crisis' - on North American energy resources. (repeat).	7	81
Feb. 6	'Watari-Dori: A Bird of Passage' - on Japanese Canadians.	8	78
Feb. 20	'That Wonderful Day When I Reach 65'	7	78

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: FEBRUARY 16-22, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
* THE IRISH ROVERS	Mon. 7:30- 8:00	21	85
SINGALONG JURILEE	Wed. 7:30- 8:00	10	84
* HYMN SING (Repeat)	Sun. 5:30- 6:00	9	83
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	7	81
CLOCHEMERLE	Thu. 9:00- 9:30	7	63
THE MARKETPLACE	Thu. 10:00-10:30	6	85
* UPDATE	Sat. 6:00- 6:30	4	78
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	51
BANDWAGON	Thu. 9:30-10:00	3	62
ENCOUNTER	Thu. 10:30-11:00	3	\$
PROGRAM X ('Come Away, Come Away')	Fri. 10:00-10:30	3	52
* REPLAY	Sat. 6:30- 7:00	3	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	93
TOMMY BANKS	Fri. 10:30-11:00	3	\$
VIEWPOINT	Tu-F 11:22-11:29	3	77
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	78
* DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
* YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
* WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
* TELESCOPE (Artist Alex Colville) (Repeat)	Sun. 2:30- 3:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	86
c MAUDE	Thu. 7:30- 8:00	11	84
GET SMART	M-F 5:30- 6:00	10	74
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	81
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:30-11:12	29	81
SONNY AND CHER	Fri. 7:30- 8:30	18	78
+ PAUL LYNDE	Tue. 7:00- 7:30	17	83
+ A TOUCH OF GRACE	Sun. 9:30-10:00	17	85
+ MANNIX	Sun. 8:30- 9:30	16	80
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	16	77
FRIDAY NIGHT MOVIE ('Short Walk to Daylight')	Fri. 8:30-10:00	15	73
POLICE SURGEON	Sat. 7:30- 8:00	15	77
MARCUS WELBY, M.D.	Tue. 10:00-11:00	15	82
F.B.I.	Fri. 10:00-11:00	15	77
*+ MEDICAL CENTRE	Mon. 8:30- 9:30	15	84
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	15	76
+ GEORGE	Thu. 7:00- 7:30	15	73
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	15	82
+ LITTLE PEOPLE	Thu. 7:30- 8:00	15	81
+ ACADEMY PERFORMANCE ('Raid On Rommel')	Sat. 8:00-10:00	13	73
* PIG 'N' WHISTLE	Mon. 9:30-10:00	12	77
SEARCH	Tue. 8:00- 9:00	12	80
*+ DORIS DAY	Mon. 7:00- 7:30	12	72
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	12	78
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	10	84
+ CIRCLE OF FEAR	Thu. 10:00-11:00	9	76
* CTV NATIONAL NEWS	S-S 11:00-11:20	9	81
ANOTHER WORLD	M-F 3:00- 3:30	9	89
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	75
* ROLLIN'	Mon. 7:30- 8:00	8	73
IAN TYSON	Tue. 9:30-10:00	8	74
GEORGE KIRBY	Thu. 9:00- 9:30	7	67
'THE LIFE AND TIMES OF LORD MOUNTBATTEN (Pt. 1) (Repeat)	Sun. 7:30- 8:30	7	80
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	82
WS	Sun. 10:00-11:00	7	77
SOMERSET	M-F 2:30- 3:00	6	84
HERE COME THE SEVENTIES	Thu. 9:30-10:00	5	51
*+ CHALLENGING SEA (Repeat)	Sun. 5:00- 5:30	5	81
*+ SPORTS BEAT '73	Wed. 8:00- 8:30	4	75

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

c Pre-empted on CBMT (Montreal)

‡ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- On Sunday at 9:00-10:00 pm, the network presented the third WAYNE AND SHUSTER COMEDY SPECIAL of the season. At 22 per cent the audience was down only slightly from the 24 per cent audience of the last 'Wayne and Shuster' program on December 17, but was significantly smaller than the 31 per cent audience for the opening 'W & S' show of the current season on September 10. Sunday's audience was also substantially smaller than the audiences (in the 27-31 per cent range) to last season's three 'Wayne & Shuster' programs, all broadcast in this same 'Sunday At Nine' slot. The index of audience enjoyment for this week's show was 74 - virtually the same level of enjoyment as that attained by the two earlier 'W & S' shows this season.
- Following this, on Sunday at 10:00-11:00 pm, WEEKEND drew another 12 per cent audience this week, some two percentage points above average for the current series as a whole and the same size as the audience to the preceding week's program featuring an interview with the Prime Minister. This week's program was much less favourably received, however, the index of enjoyment being 74 (just slightly above average for 'Weekend') as against an index of 80 the week before. The content of Sunday's program: an interview with just-released prisoner-of-war Marc Cayer; a conversation with former Liberal Cabinet Minister Eric Kierans regarding the government's imposition of export quotas on oil; an examination of the case of Canadian flyer Ronald Lippert who was sentenced in 1963 to 30 years in a Cuban prison for the smuggling of explosives into that country; a brief tennis demonstration by American champion Stan Smith; an interview with Peter Usher who resigned his position with the Department of Indian Affairs and Northern Development over their rejection of his report on the negative effects of oil exploration on the lives of northern people; and a report on 'sight and sound' wedding albums.
- In a program titled 'What's The Use?', THIS LAND (Wednesday 8:00-8:30 pm) reviewed some of the ways in which Canadian land has been used and abused over the years - through foreign ownership, by the takeover of farm land by industrial and urban development, through the use of prime range land for military purposes and by the defacing of scenic land by strip-mining. Typical of programs in the 'This Land' series, this week's broadcast was very well received by those who watched it - index

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 16-22, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 16th	7:00- 7:30	Local Programming			16	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network			19	SONNY AND CHER
	8:00- 8:30	MASH	24			
	8:30- 9:00	ALL IN THE FAMILY	35	16	FRIDAY NIGHT MOVIE ('Short Walk to Daylight')	
	9:00- 9:30	TOMMY HUNTER	22			
	9:30-10:00					
	10:00-10:30	Not Complete Network	16	F.P.I.		
	10:30-11:00					
SUN 18th	7:00- 7:30	THE BEACHCOMBERS	20	Not Complete Network		
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	25	7	'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Repeat)	
	8:00- 8:30	JULIE ANDREWS	21			
	8:30- 9:00			17 + MANNIX		
	9:00- 9:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	22	18	+ A TOUCH OF GRACE	
	9:30-10:00					
	10:00-10:30	CBC WEEKEND	12	7	W5	
	10:30-11:00					
TUE 20th	7:00- 7:30	Local Programming			19	+ PAUL LYNDE
	7:30- 8:00				12	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	27	13	SEARCH	
	8:30- 9:00	FLIP WILSON	27			
	9:00- 9:30	Local Programming				
	9:30-10:00	FRONT PAGE CHALLENGE	19	8	IAN TYSON	
	10:00-10:30	TUESDAY NIGHT ('That Wonderful Day When I Reach 65..')	7	16	MARCUS WELBY, M.D.	
	10:30-11:00					
THU 22nd	7:00- 7:30	Local Programming			16	+ GEORGE
	7:30- 8:00	Not Complete Network			16	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	27	16	+ THE STREETS OF SAN FRANCISCO	
	8:30- 9:00					
	9:00- 9:30	Not Complete Network			8	GEORGE KIRBY
	9:30-10:00				6	HERE COME THE SEVENTIES
	10:00-10:30				10	+ CIRCLE OF FEAR
	10:30-11:00					
S-S	11:00-11:20	* CBC NEWS	14	10	* CTV NEWS	

* Re-scheduled in some areas on two occasions.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday, Monday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday, Monday and Wednesday data in this table.

of audience enjoyment, 83. The audience was also a large one - 13 per cent, surpassing by 2 percentage points the audience for each of the last few 'This Land' programs and equal in size to the series' peak audience, for the January 10 program on the 'Hutterites'. (For the audience record of the series to February 14, see last week's report TV/73/12).

- . This week's PROGRAM X (Friday 10:00-10:30 pm on the metronet and on some CBC affiliate stations) was Mavor Moore's 'Come Away, Come Away' - an allegory on the subject of old age in which a child's questioning and urging leads an old man to reflect on growing old and ultimately on the reality of death. Starring were George Waight and Julie McNall. Characteristic of the 'Program X' series generally, about one third of those who watched this week's play very much enjoyed it, there being special praise for the acting of the two leads. Other viewers reacted much less favourably, however, some finding the plot overly morbid and depressing, and many having great difficulty understanding the point of the play at all. Both the resultant index of enjoyment for the audience as a whole, 52, and the size of this week's audience, 3 per cent, were close to average for 'Program X' this season. (For the audience record of the series to February 9, see last week's report, TV/73/12).
- . Indices of enjoyment for individual TAKE THIRTY programs this week (weekdays 3:00-3:30 pm) did not differ significantly from the average index of 78 for the five programs as a whole. The content: on Friday, a look at the increasing use of electronic surveillance devices and a report on the efforts of the Alberta Committee for True Education; on Monday, an interview with New York musical star Lotte Lenya; on Tuesday, 'the crisis in the universities'; on Wednesday, a look at the flintlock rifle and its role in Canadian history; and on Thursday, a portrait of artist Jerry Squires. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five-day period, 8 per cent - both slightly above normal for the series this season.

A CBC RESEARCH REPORT

TV/73/14

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: FEBRUARY 23-MARCH 1, 1973

THIS WEEK

Special network programming this week included a documentary on venereal disease, 'V.D. Blues'; a program on pollution control, 'Our Costly Clean-Up'; a repeat of last season's 'Dan Gibson's Nature Family'; a performance by winners of the recent European Figure Skating Championships; highlights of the 1973 World Four-Man Bobsled Championship; and the first of a series of Victorian melodramas on 'Sunday At Nine'.

Regular CBC programs pre-empted throughout the country this week included 'Tommy Hunter', 'The Nature Of Things', 'Man Alive', 'Tuesday Night', 'This Land', and 'Man At The Top'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- At 8:00 pm on Wednesday, Bruce Rogers introduced a 90-minute network special on the subject of venereal disease. This began with the NET-produced V.D. BLUES, an hourlong film aimed at young people that made use of pop music, comedy sketches and dramatic playlets to get across factual information about venereal disease. This part of the program was presented by American talk-show host, Dick Cavett. Following this, at 9:00-9:30 pm, Bruce Rogers chaired a CBC-produced panel discussion of the film and on the venereal disease problem in general. Participants included representatives of the medical, educational and clerical professions plus several university students. With teenagers watching in unusually large numbers (about one-third of all teenagers in English Canada watched some part of the program) the total adult-teen audience during the 90-minute period was 34 per cent - an audience of some 4.4 million which ranked the program as the third biggest audience attraction on the network this week - more than three times as big as the usual audiences to the pre-empted 'This Land' and 'Man At The Top' programs. While virtually all viewers saw at least some part of the opening film portion of the program, just about 80 per cent of this audience watched the CBC's follow-up panel discussion.

The NET film was also the better received segment of the broadcast. Showing an inverse correlation between the age of the viewer and the extent to which it was enjoyed, the film rated an enjoyment index of 83 by teens, an index of 78 by 18-34 year olds, an index of 71 by the 35-49 year old group, and an index of only 66 by viewers aged 50 and over. For the audience as a whole the index of enjoyment was 74. While many viewers praised the film for its frankness, informativeness, and lack of moralizing, there was a substantial minority who felt that the topic had been treated much too lightly for such a serious social problem. The follow-up discussion was received with much less enthusiasm than the film itself, the index of audience enjoyment for this part of the program being 68. In this instance, younger viewers were neither more impressed nor less impressed than were older members of the audience.

- This week marked the second occasion of the (Wednesday 9:30-10:30 pm) IMAGES OF CANADA series on Canadian history. Unlike last week's 'Heroic Beginnings', which was highly acclaimed with an audience enjoyment index of 83, Wednesday's portrait of New France (from 1600-1867) had a much less

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: FEBRUARY 23-MARCH 1, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	38	84
ALL IN THE FAMILY	Fri. 8:30- 9:00	36	85
'V.D. BLUES' (film)	Wed. 8:00- 9:00	33	74
CANNON	Mon. 8:30- 9:30	33	83
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	32	78
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	80
FLIP WILSON	Tue. 8:30- 9:30	30	81
CAROL BURNETT	Thu. 8:00- 9:00	27	77
'V.D. BLUES' (Panel discussion)	Wed. 9:00- 9:30	27	68
MARY TYLER MOORE	Tue. 8:00- 8:30	27	83
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	25	80
MASH	Fri. 8:00- 8:30	24	82
THE BEACHCOMBERS	Sun. 7:00- 7:30	23	72
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	21	82
JULIE ANDREWS	Sun. 8:00- 9:00	20	76
THIS IS THE LAW	Mon. 9:30-10:00	19	78
+ COUNTRYTIME	Sat. 10:30-11:00	18	78
'DAN GIBSON'S NATURE FAMILY' (Repeat)	Fri. 9:00-10:00	15	91
CBC NATIONAL NEWS	S-S 11:00-11:21	14	84
* 'EUROPEAN CHAMPIONS ON ICE'	Sat. 2:00- 3:00	12	89
EDGE OF NIGHT	M-F 3:30- 4:00	11	84
'OUR COSTLY CLEAN-UP'	Tue. 10:00-11:00	10	84
THE PURPLE PLAYHOUSE - 'Sweeney Todd, The Demon Barber of Fleet Street'	Sun. 9:00-10:00	10	50
CBC WEEKEND	Sun. 10:00-11:00	9	78
FAMILY COURT	M-F 4:00- 4:30	9	82
* '1973 WORLD FOUR-MAN BOBSLED CHAMPIONSHIP'	Sat. 3:00- 4:00	9	82
IMAGES OF CANADA - 'Magic Circle'	Wed. 9:30-10:30	7	65
MAN AT THE CENTER (History of photography)	Mon. 10:00-11:00	6	78
TAKE THIRTY	M-F 3:00- 3:30	4	83
ADIEU ALOUETTE	Wed. 10:30-11:00	4	50
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	70
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	3	\$
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

¢ Joined-in-progress at 10:42 p.m. EST in Southern Ontario.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

enthusiastic reception. While some two-thirds of those who watched this week's 'The Magic Circle' rated it a program they had enjoyed at least "quite a bit", a substantial minority of viewers found it rather dull, not particularly informative and a little difficult to follow. The resultant index of enjoyment for the audience as a whole was only 65. Nor did this second 'Images Of Canada' program draw as big an audience as the series' opening program - 7 per cent as against last week's audience of 10 per cent.

- Beginning an eight-part series of Victorian dramas under the general title of 'Purple Playhouse', 'Sunday At Nine' (9:00-10:00 pm) this week presented SWEENEY TODD, THE DEMON BARBER OF FLEET STREET. The story, by one George Dibdin Pitt, concerned Sweeney Todd, a villanous barber who, after robbing his customers, disposed of them by rather novel means. While Barry Morse, who played the lead role, was much praised for his acting, the play itself was criticized by many viewers in such terms as 'silly', 'unrealistic', 'childish', 'phoney' and 'overdone'. As a result, the index of enjoyment for the program was just 50 - lower than that of any other drama broadcast in the 'Sunday At Nine' slot this season. The size of the audience to 'Sweeney Todd' was 10 per cent - about average for the current 'Sunday At Nine' drama series. The record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 17	'Strike', by Grahame Woods	13	73
Oct. 8	'The Disposable Man', by Grahame Woods	10	59
Oct. 15	'The Woman I Love', drama-documentary on Edward VIII	22	83
Oct. 22	'The Discoverers', drama-documentary on discovery of insulin	10	87
Oct. 29	'Friends', by Prim Pemberton (ex. Atlantic Provinces)	9	70
Nov. 5	'Rap City', by Tony Sheer	12	59

continued...

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: FEBRUARY 23-MARCH 1, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	82
HYMN SING	Sun. 5:30- 6:00	10	84
SINGALONG JUBILEE	Wed. 7:30- 8:00	10	79
CBC CHAMPIONSHIP CURLING	Sat. 4:00- 5:00	6	82
CLOCHERLE	Thu. 9:00- 9:30	6	66
THE MARKETPLACE	Thu. 10:00-10:30	6	83
PROGRAM X ('The Pond')	Fri. 10:00-10:30	6	37
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	5	54
TOMMY BANKS	Fri. 10:30-11:00	3	66
* REPLAY	Sat. 6:30- 7:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	91
VIEWPOINT	M-F 11:22-11:29	3	75
RANDWAGON	Thu. 9:30-10:00	2	\$
TELESCOPE (Mary Quant) (Repeat)	Sun. 2:30- 3:00	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	80
NEWSFILE	Thu. 10:30-11:00	2	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	23	84
MAUDE	Thu. 7:30- 8:00	11	82
GET SMART	M-F 5:30- 6:00	10	76
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	80
<u>CTV PROGRAMS</u>			
* HOCKEY - NHL	Wed. 8:00-10:32	25	74
+ A TOUCH OF GRACE	Sun. 9:30-10:00	20	85
SONNY AND CHER	Fri. 7:30- 8:30	19	77
+ PAUL LYNDE	Tue. 7:00- 7:30	17	82
+ MANNIX	Sun. 8:30- 9:30	16	79
F.B.I.	Fri. 10:00-11:00	16	78
FRIDAY NIGHT MOVIE ('All My Darling Daughters')	Fri. 8:30-10:00	15	80
BRIDGET LOVES BERNIE	Sat. 7:00- 7:30	15	78
+ MEDICAL CENTRE	Mon. 8:30- 9:30	15	84
+ THE BRADY BUNCH	Fri. 7:00- 7:30	15	79
+ DORIS DAY	Mon. 7:00- 7:30	14	71
MARCUS WELBY, M.D.	Tue. 10:00-11:00	14	84
POLICE SURGEON	Sat. 7:30- 8:00	14	76
+ LITTLE PEOPLE	Thu. 7:30- 8:00	14	84
ACADEMY PERFORMANCE ('I Love A Mystery')	Sat. 8:00-10:00	14	62
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	82
PIG 'N' WHISTLE	Mon. 9:30-10:00	14	76
'CTV INQUIRY' (on nutrition)	Sun. 10:00-11:00	13	86
+ GEORGE	Thu. 7:00- 7:30	13	75
SEARCH	Tue. 8:00- 9:00	13	80
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	11	77
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	83
CTV NATIONAL NEWS	S-S 11:00-11:20	9	82
△ ANOTHER WORLD	M-F 3:00- 3:30	9	88
+ CIRCLE OF FEAR	Thu. 10:00-11:00	9	78
'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Pt. 2) (Repeat)	Sun. 7:30- 8:30	8	84
* ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	73
IAN TYSON	Tue. 9:30-10:00	8	75
ROLLIN'	Mon. 7:30- 8:00	7	72
GEORGE KIRBY	Thu. 9:00- 9:30	7	60
* WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	82
+c CHALLENGING SEA	Sun. 5:00- 5:30	7	87
△ SOMERSET	M-F 2:30- 3:00	5	85
HERE COME THE SEVENTIES	Thu. 9:30-10:00	5	70
+ SPORTS BEAT '73	Wed. 10:33-11:02	4	72

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

+ Not carried (on this day and at this time) on all CTV stations.

△ Pre-empted on Thursday.

+c Re-scheduled and joined-in-progress on CFMT (Montreal).

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Nov. 12	'The Veteran and The Lady', by Charles Israel	10	78
Feb. 11	'A Family Man', by George Jonas	10	63
Feb. 25	'Sweeney Todd - The Demon Barber of Fleet Street'	10	50

- With the pre-emption this week of 'W5', WEEKEND (Sunday 10:00-11:00 pm) ran directly against a special CTV INQUIRY focusing on the quality of food in Canada. 'Give Us This Day, Our Daily Bread' drew an audience about twice as big as that normally attracted to 'W5' while 'Weekend' attracted a 9 per cent audience - down three percentage points from the viewing level reached the preceding two weeks. In the common CBC-CTV area, 'Weekend' on this occasion lost its usual audience advantage over its CTV opposition and was, in fact, outdrawn by the CTV special in an audience ratio of about 5:3. The index of enjoyment for Sunday's 'Weekend' was, however, higher than usual - 78, some 5 points above average for the series. The content of this week's program: a report on the upcoming inquest into the November plane crash survived by pilot Martin Hartwell; a look at the 'dying town' of Ocean Falls, British Columbia; a report on the acquittal of Jacques Rose on charges of murdering Quebec Labour Minister Pierre Laporte; an interview with Official Languages Commissioner Keith Spicer; a conversation with long-time Toronto resident Frank Leftly; a report on election issues in Ireland; and a look at 'Fred Dobbs' taking cross-country skiing lessons.
- Making its third appearance of the season, MAN AT THE CENTER (Monday 10:00-11:00 pm) this week traced the history and development of photography. With many of those who watched 'The Time Machine' expressing particular interest in the cameras and techniques of the early days of photography, the index of audience enjoyment for the program as a whole was 78 - about midway between the indices of 90 and 67 respectively for 'Man At The Center' programs this season on Canadian mystery man 'Grey Owl' and French sculptor 'Jacques Lipchitz'. The size of the audience to 'The Time Machine' was 6 per cent - about equal to the audience of the 'Lipchitz' broadcast but only about half as big as the audience to the 'Grey Owl' portrait. This week's 6 per cent audience is also only about half the size of the usual, Monday 10:00-10:30 pm, audience to the pre-empted

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: FEBRUARY 23-MARCH 1, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 23rd	7:00- 7:30	Local Programming	16	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	20	SONNY AND CHER
	8:00- 8:30	MASH		
	8:30- 9:00	ALL IN THE FAMILY	36	FRIDAY NIGHT MOVIE ('All My Darling Daughters')
	9:00- 9:30	'DAN GIBSON'S NATURE FAMILY' (Repeat)	14	
	9:30-10:00			
	10:00-10:30	Not Complete Network	17	F.B.I.
	10:30-11:00			
SUN 25th	7:00- 7:30	THE BEACHCOMBERS	23	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	25	'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Repeat)
	8:00- 8:30	JULIE ANDREWS	20	
	8:30- 9:00			+ MANNIX
	9:00- 9:30	THE PURPLE PLAYHOUSE - 'Sweeney Todd, The Demon Barber Of Fleet Street'	10	+ A TOUCH OF GRACE
	9:30-10:00			
	10:00-10:30	CBC WEEKEND	9	'CTV INQUIRY' (on nutrition)
	10:30-11:00			
MON 26th	7:00- 7:30	Local Programming	15	+ DORIS DAY
	7:30- 8:00	Not Complete Network	8	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	31	Local Programming
	8:30- 9:00	CANNON	33	+ MEDICAL CENTER
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	19	15
	10:00-10:30	MAN AT THE CENTER (History of photography)	6	#
	10:30-11:00			THE BURT BACHARACH SPECIAL
TUE 27th	7:00- 7:30	Local Programming	18	+ PAUL LYNDE
	7:30- 8:00		12	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	26	SEARCH
	8:30- 9:00	FLIP WILSON	30	
	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	21	8
	10:00-10:30	'OUR COSTLY CLEAN-UP'	10	15
	10:30-11:00			MARCUS WELBY, M.D.
THU 1st	7:00- 7:30	Local Programming	14	+ GEORGE
	7:30- 8:00	Not Complete Network	15	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	27	15
	8:30- 9:00			+ THE STREETS OF SAN FRANCISCO
	9:00- 9:30			8
	9:30-10:00			5
	10:00-10:30	Not Complete Network		9
	10:30-11:00			+ CIRCLE OF FEAR
S - 5	11:00-11:20	CBC NEWS	14	10
				CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

'Nature Of Things' and smaller also than the average 8 per cent audience (10:30-11:00 pm) to the also displaced 'Man Alive'.

- This week's program in the Tuesday 10:00-11:00 pm slot was a CBC-Financial Post documentary titled OUR COSTLY CLEAN-UP. In its investigation of the probable costs of solving the pollution problem in Canada, the broadcast focused mainly on those major industries that have been ordered by the government to "clean up or close up". Host of the program was Clive Baxter. In line with generally favourable audience reactions to most programs on the topic of pollution, this one was widely regarded by those who watched it as highly informative and well worth watching; it rated a high enjoyment index of 84. The size of the audience was 10 per cent - about equal to the peak audience recorded this season by the pre-empted 'Tuesday Night' series.
- THE MARKETPLACE, the CBC-produced consumer series, this week made its final appearance of the season. Broadcast in its usual Thursday 10:00-10:30 pm slot on the metronet and on some CBC affiliated stations, this final edition, like most 'Marketplace' programs, was very well received by those who watched it, the index of audience enjoyment on this occasion being 83, the norm for the series as a whole, 81. At 6 per cent, the audience to Thursday's broadcast was about equal in size to audiences attracted to 'The Marketplace' each week since early January and somewhat bigger than audiences recorded for the series in its first few months on the air.
- In the usual 'Tommy Hunter' slot at 9:00-10:00 pm on Friday, the network this week repeated last season's DAN GIBSON'S NATURE FAMILY, a program about three goslings adopted as household pets by the family of wildlife photographer Dan Gibson. In line with audience reactions to most outdoor-wildlife programs, this one was (as on its first presentation) very well received - enjoyment index on this occasion, 91. The audience was 15 per cent - smaller by 5-8 percentage points than recent audiences to the pre-empted 'Tommy Hunter' series and smaller also than the 24 per cent (Sunday At Nine) audience that 'Dan Gibson' drew on its first showing last season on a Sunday at 9:00-10:00 pm.
- This week's PROGRAM X (Friday 10:00-10:30 pm on the metronet and on some affiliate stations) was 'The Pond', the story of

a young couple whose camping trip turned into a nightmare when the wife revealed a peculiar sensitivity to the wildlife. As has so often proved to be the case with CBC dramas with story-lines far-removed from reality, this one failed to satisfy many who watched it. Frequently described as "absurd", "weird", "sick", "far-fetched", the program rated an index of enjoyment of only 37 - by far the lowest for any network program this week. The size of the audience, however, at 6 per cent, was above average for the current 'Program X' series.

- TAKE THIRTY (weekdays 3:00-3:30 pm) had a specially favourable audience reception this week. With individual indices of enjoyment for four of its five programs falling within the 83-88 range, the series rated an average index of 83 - 6 points above average for all 'Take Thirty' broadcasts this season. The one edition less favourably received than this (index of enjoyment 72) was the Monday interview with Irish actress Siobhan McKenna. The subject matter of the other four broadcasts: on Friday, legal aid in Canada and the current rush on Nova Scotia oceanfront property by non-Nova Scotians; and on Tuesday, Wednesday, and Thursday, reports on the findings and recommendations of the U.S. Presidential Commission on the effects of population growth on the well-being of the nation. The average day audience to 'Take Thirty' this week was 4 per cent; the cumulative audience over the five-day period, 8 per cent - both measures slightly above average for the series this season.

A CBC RESEARCH REPORT

TV/73/15

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 2-8, 1973

THIS WEEK

In addition to its regular schedule the network this week provided live coverage of two 'World Cup Skiing' competitions and carried nightly reports, from Edmonton, on the Canadian Curling Championships. The week also marked the debut of 'Arts '73' on the metronet and on some CBC affiliates.

Regular CBC programs pre-empted throughout the country this week included 'World Of Music' and 'Telescope'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Continuing its eight-part 'Purple Playhouse' series of Victorian dramas, 'Sunday At Nine' this week presented THE BELLS - a story of an innkeeper whose guilty conscience over his involvement in the mysterious disappearance of a wealthy traveller eventually drives him to madness and death. Starring was Tony Van Bridge. The audience was 8 per cent - down 2 percentage points from last week's audience to the opening 'Purple Playhouse' drama ('Sweeney Todd') and one of the smallest audiences for a 'Sunday At Nine' program this season. Nor was 'The Bells' particularly well received by those who watched it, the enjoyment index of 54 being just marginally above that recorded for last week's 'Sweeney Todd' - the least favourably received of this season's 'Sunday At Nine' dramas. (For the audience record of the series to February 25, see last week's report, TV/73/14.)
- WEEKEND (Sunday 10:00-11:00 pm) this week included a report on the inquest into the plane crash in which Martin Hartwell was the lone survivor; an interview with a survivor of a 40-day ordeal following a similar crash some 10 years ago; a review of convicted murderer Yves Geoffroy's demands for a new trial; a confrontation between former cabinet minister Eric Kierans and a group of mining executives concerning his report to the Manitoba government recommending all mines be nationalized; and a profile of photographer John Max, a current exhibitor at the National Gallery. About equalling the enjoyment norm for the series this season, the broadcast as a whole rated an audience enjoyment index of 74. The size of the audience on this occasion was 12 per cent - equal to audiences that have been attracted to several 'Weekend' programs in recent weeks but 2-3 percentage points above the average viewing level for this season's series as a whole.
- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS, in a study of Canadian eating habits, discussed nutrition, balanced diets, and the problems of obesity. Titled 'Think Before You Eat', the program included comment by Dr. Z. Sabry, national co-ordinator of Nutrition Canada, and Dr. Barbara McLaren, professor of nutrition at the University of Toronto. The size of the audience was 11 per cent - unchanged from audiences attracted to 'The Nature Of Things' programs since the beginning of January. And, like most programs in this much appreciated series, 'Think Before You Eat' was very much enjoyed by the large majority of those who watched it, the index of enjoyment being 81 - about equal to the average index (83) for the 'Nature Of Things' series as a whole.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 2-8, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	38	86
ALL IN THE FAMILY	Fri. 8:30- 9:00	34	78
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:36	33	78
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	79
CANNON	Mon. 8:30- 9:30	29	81
FLIP WILSON (Repeat)	Tue. 8:30- 9:30	27	76
MARY TYLER MOORE	Tue. 8:00- 8:30	26	82
CAROL BURNETT	Thu. 8:00- 9:00	26	77
MASH	Fri. 8:00- 8:30	24	83
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	23	77
THE BEACHCOMBERS	Sun. 7:00- 7:30	21	67
JULIE ANDREWS	Sun. 8:00- 9:00	21	74
TOMMY HUNTER	Fri. 9:00-10:00	20	81
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	20	81
CBC NATIONAL NEWS	S-S 11:00-11:21	15	82
THIS IS THE LAW	Mon. 9:30-10:00	15	74
+ & COUNTRYTIME (Repeat)	Sat. 10:36-11:00	14	80
CBC WEEKEND	Sun. 10:00-11:00	12	74
TUESDAY NIGHT ('The Chemical Generation')	Tue. 10:00-11:00	11	81
THIS LAND	Wed. 8:00- 8:30	11	78
THE NATURE OF THINGS (on nutrition)	Mon. 10:00-10:30	11	81
EDGE OF NIGHT	M-F 3:30- 4:00	11	83
MAN AT THE TOP	Wed. 8:30- 9:30	10	67
IMAGES OF CANADA-'Ties That Bind'	Wed. 9:30-10:30	9	76
FAMILY COURT	M-F 4:00- 4:30	8	84
THE PURPLE PLAYHOUSE-'The Bells'	Sun. 9:00-10:00	8	54
ADIEU ALOUETTE	Wed. 10:30-11:00	5	68
MAN ALIVE	Mon. 10:30-11:00	5	67
TAKE THIRTY	M-F 3:00- 3:30	4	83
+ CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:03	4	76
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
* TIME TO REMEMBER	Sun. 4:00- 4:30	3	\$
* MEDICAL EXPLORERS	Sun. 4:30- 5:00	3	\$
MUSIC TO SEE	Sun. 5:00- 5:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic Regions).

△ Not carried on this day on two CBC affiliates.

& Broadcast at 10:30-11:00 pm EST in Southern Ontario.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- Then, following this at 10:30-11:00 pm, MAN ALIVE drew one of its smallest audiences of the season to a program that discussed the notion that there is redemption in suffering. At 5 per cent, the audience was 3 percentage points below average for the series as a whole and only half as big as audiences that have been attracted to several 'Man Alive' broadcasts this season. Nor was this week's 'Facing Suffering' as well received by those who watched it as most preceding programs in the series. At 67, its index of enjoyment was, in fact, lower than all but the index of 60 attained by the January 29 imagined dramatic confrontation between Sir John A. Macdonald and Louis Riel and much below the 78 enjoyment norm for the 'Man Alive' series to date.
- About equalling the previous peak audience to the series this season, TUESDAY NIGHT (10:00-11:00 pm) this week drew an 11 per cent audience to a documentary study of modern society's growing dependency on drugs. 'The Chemical Generation' was widely regarded by those who watched it as highly informative and well worth watching; it rated an enjoyment index of 81 - one of the highest for a 'Tuesday Night' program this season. The complete record for the series to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sept. 19	'Pee wee' hockey - pros and cons.	6	76
Sept. 26	'Cambodia in Conflict' - on the political and military situation in Cambodia.	5	77
Oct. 3	'La Légion Etrangère' - on the French Foreign Legion.	6	82
Oct. 31	A post-election analysis.	4	73
Nov. 21	'The Mackenzie Road' - on the Mackenzie River Arctic highway.	7	80
Nov. 28	'Les Anglais' - on the English speaking minority in the Province of Quebec.	7	73
Dec. 5	'Born To Be Small' (a repeat) - on midgets and dwarfs.	10	82
Dec. 19	'Thy Kingdom Come' - on the effects of "social gospel" on Canadian politics of the Left.	5	77

...continued

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: MARCH 2-8, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	20	86
HYMN SING (Repeat)	Sun. 5:30- 6:00	10	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	10	80
CLOCHEMERLE	Thu. 9:00- 9:30	7	67
‡ WORLD CUP SKIING	Sun. 2:30- 4:00	6	75
‡ WORLD CUP SKIING	Sat. 4:04- 5:00	5	83
PROGRAM X ('Room 312')	Fri. 10:00-10:30	4	53
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	50
* REPLAY	Sat. 6:30- 7:00	3	\$
TOMMY BANKS	Fri. 10:30-11:00	3	\$
BANDWAGON	Thu. 9:30-10:00	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	71
BRIER REPORT	Wed. 11:40-12:00	3	\$
BRIER REPORT	Thu. 11:40-12:00	3	.
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	92
BRIER REPORT	Tue. 11:40-12:00	3	\$
ARTS '73	Thu. 10:00-10:30	2	.
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	82
ENCOUNTER	Thu. 10:30-11:00	2	\$
* YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
BRIER REPORT	Mon. 11:40-12:00	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	22	86
MAUDE	Thu. 7:30- 8:00	12	79
GET SMART	M-F 5:30- 6:00	10	76
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	75
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:30	28	76
+ A TOUCH OF GRACE	Sun. 9:30-10:00	20	81
SONNY AND CHER	Fri. 7:30- 8:30	17	79
+ PAUL LYNDE	Tue. 7:00- 7:30	17	78
IRONSIDE	Mon. 10:00-11:00	16	84
+ MANNIX	Sun. 8:30- 9:30	16	80
+ THE BRADY BUNCH	Fri. 7:00- 7:30	16	78
FRIDAY NIGHT MOVIE ('The Most Dangerous Match' - Columbo)	Fri. 8:30-10:00	16	75
F.B.I.	Fri. 10:00-11:00	15	77
MARCUS WELBY, M.D.	Tue. 10:00-11:00	14	85
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	85
+ GEORGE	Thu. 7:00- 7:30	13	74
ACADEMY PERFORMANCE ('Brock's Last Case')	Sat. 8:00-10:00	13	76
+ LITTLE PEOPLE	Thu. 7:30- 8:00	13	80
+ DORIS DAY	Mon. 7:00- 7:30	12	73
SEARCH	Tue. 8:00- 9:00	11	82
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	11	78
+ CIRCLE OF FEAR	Thu. 10:00-11:00	9	75
CTV NATIONAL NEWS	S-S 11:00-11:20	9	81
GEORGE KIRBY	Thu. 9:00- 9:30	9	69
ANOTHER WORLD	M-F 3:00- 3:30	8	87
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	75
ROLLIN'	Mon. 7:30- 8:00	8	76
IAN TYSON	Tue. 9:30-10:00	7	71
THE HUMAN JOURNEY 'The Learning Process'	Sun. 10:00-11:00	7	83
'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Part 3) (Repeat)	Sun. 7:30- 8:30	7	82
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	84
△ + CHALLENGING SEA	Sun. 5:00- 5:30	5	83
HERE COME THE SEVENTIES	Thu. 9:30-10:00	5	64
SOMERSET	M-F 2:30- 3:00	5	84
+ SPORTS BEAT '73	Wed. 10:30-11:00	4	75

‡ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic Regions).

* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

△ Re-scheduled and joined-in-progress on CFCF (Montreal).

\$ Sample too small for reliable reporting of enjoyment level.

Dec. 26	William F. Buckley-Germaine Greer debate on the Women's Liberation Movement.	6	71
Jan. 9	'As It Was In The Beginning' - a history of the Vietnam war.	7	69
Jan. 16	'The Energy Crisis' - on North American energy resources. (repeat).	7	81
Feb. 6	'Watari-Dori: A Bird of Passage' - on Japanese Canadians.	8	78
Feb. 20	'That Wonderful Day When I Reach 65'	7	78
Mar. 6	'The Chemical Generation' - on drug abuse.	11	81

- . THIS LAND (Wednesday 8:00-8:30 pm) drew its usual 11 per cent audience this week to a program, 'The Newfoundland Disaster', on the tragic 1914 seal hunting expedition of the 'SS Newfoundland' and the 'Stefanoe'. The index of audience enjoyment was 78 - just 3 points short of the high enjoyment norm for preceding programs in this much enjoyed series. The audience record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 26	'A Look At This Land' - a film trip across Canada.	4	83
Nov. 1	'Cry Of The Whales' - on the future of the whale industry.	6	83
Nov. 15	'West Coast Trail' - a trip along the Canadian Pacific coastline.	9	82
Nov. 22	'To Take A Stand' - on the Quebec timber industry	9	82

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 2-8, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 2nd	7:00- 7:30	Local Programming	17	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	18	SONNY AND CHER
	8:00- 8:30	MASH	24	
	8:30- 9:00	ALL IN THE FAMILY	34	
	9:00- 9:30	† TOMMY HUNTER	19	17
	9:30-10:00			FRIDAY NIGHT MOVIE ('The Most Dangerous Match' - Columbo)
	10:00-10:30			
	10:30-11:00	Not Complete Network	16	F.B.I.
SUN 4th	7:00- 7:30	THE BRACHCOMBERS	21	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	23	
	8:00- 8:30	JULIE ANDREWS	21	7
	8:30- 9:00			'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Repeat)
	9:00- 9:30			17
	9:30-10:00	THE PURPLE PLAYHOUSE - 'The Bells'	7	21
	10:00-10:30			+ MANNIX
	10:30-11:00	CBC WEEKEND	12	7
MON 5th	7:00- 7:30	Local Programming	12	DORIS DAY
	7:30- 8:00	Not Complete Network	8	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	30	Local Programming
	8:30- 9:00	CANNON	29	
	9:00- 9:30			#
	9:30-10:00	THIS IS THE LAW	15	MISS TEEN CANADA PAGEANT
	10:00-10:30	THE NATURE OF THINGS (nutrition)	11	
	10:30-11:00	MAN ALIVE	5	17
TUE 6th	7:00- 7:30	Local Programming	18	+ PAUL LYNDE
	7:30- 8:00		12	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE	26	12
	8:30- 9:00	FLIP WILSON (Repeat)	27	SEARCH
	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	20	8
	10:00-10:30			IAN TYSON
	10:30-11:00	TUESDAY NIGHT ('The Chemical Generation')	11	15
THU 8th	7:00- 7:30	Local Programming	14	+ GEORGE
	7:30- 8:00	Not Complete Network	13	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	26	15
	8:30- 9:00			+ THE STREETS OF SAN FRANCISCO
	9:00- 9:30			9
	9:30-10:00			GEORGE KIRBY
	10:00-10:30	Not Complete Network		5
	10:30-11:00			HERE COME THE SEVENTIES
S-S				9
				+ CIRCLE OF FEAR
S-S	11:00-11:20	CBC NEWS	14	10
				CTV NEWS

† Not carried on this day on two CBC affiliates.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week, plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

Nov. 29	'Great Bear Lake' - the ecology of Great Bear Lake in the Northwest Territories	9	83
Dec. 6	'To The Very Last Drop' - Canada's petroleum industry (Pre-empted in Alberta and B.C.)	6	79
Dec. 13	'A Certain Shame' - animal trapping for fur	8	82
Dec. 20	'The White North' - visit to the Northwest Territories	8	79
Dec. 27	'The Mountain' - profile of mountaineer Edward Feutz (repeat)	10	83
Jan. 3	'Home Is Where' - essay on homes throughout the ages	9	73
Jan. 10	A look at a community of Hutterites in Alberta	13	87
Jan. 17	'Lanark County' - the history and present day development of a rural county in Ontario	10	82
Jan. 24	'Flight North Of The Ancient Bird'	9	82
Jan. 31	'Buggy Without A Horse' - a history of the automobile in Canada	11	80
Feb. 7	'People of The Torngats' - on the Eskimo community of Nain Labrador	11	86
Feb. 14	'Wildharp' - a schooner trip up the St. Lawrence	11	75
Feb. 21	'What's The Use?' - how Canadian land has been used and abused over the years	13	83
Mar. 7	'The Newfoundland Disaster' - disastrous 1914 seal hunting expedition	11	78

This week's program in the (Wednesday 9:30-10:30 pm) IMAGES OF CANADA series was 'Ties That Bind' - a history of the Maritimes from 1600-1867. With viewing at the 9 per cent level, the broadcast rated an index of enjoyment of 76 - about mid-way between the enjoyment levels attained by the two earlier 'Images' programs. The record so far:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Feb. 21	'Heroic Beginnings' - a panorama of Canada's beginnings.	10	83
Feb. 28	'Magic Circle' - history of Quebec	7	65
Mar. 7	'Ties That Bind' - history of Maritimes	9	76

This week's ADIEU ALOUETTE (Wednesday 10:30-11:00 pm) was 'La Gastronomie', a look at gourmet dining in Quebec. Included was a visit to Val David's famed Hotel La Sapiniere (where 'Chef of the Year' Marcel Kretz demonstrated the preparation of a 12-course meal) and a look at the Provincial Hotel and Restaurant School where students are taught cooking, bartending, as well as hotel and restaurant management. With an index of audience enjoyment of 68, the broadcast joins 'Adieu Alouette's' January 3 study of the role of the R.C. Church (index 69) and its January 24 visit to Ste-Justine with novelist Roch Carrier (67) as the most enjoyed programs of the series to date. Each of the other four 'Adieu Alouette' broadcasts has been received with much less enthusiasm by those who watched it, the enjoyment index in each case falling in the low 47-51 range. The size of the audience to Wednesday's program was 5 per cent - virtually unchanged from the audiences to preceding editions.

At 10:00-10:30 pm on Thursday, a new CBC-produced series on the arts made its debut on the metronet and on some CBC affiliated stations. Hosted by Helen Hutchinson, ARTS '73 this week comprised three items: a look at the spreading practice of purchasing and hoarding works of art as a financial investment; a film focusing on three Japanese artisans who have been designated national "human treasures" and given a Japanese government pension to continue practicing ancient arts and crafts; and a look at today's expanding

Canadian film industry and the role being played by the Canadian Film Development Corporation. The audience to this premiere edition of 'Arts '73' was 2 per cent - slightly smaller than the audiences attracted to the just-completed 'Marketplace' series when it first began in this same Thursday slot and too small to provide a reliable indication of the extent to which the program was enjoyed by those who did watch it.

- . Friday's PROGRAM X (10:00-10:30 pm on the metronet and on some CBC affiliated stations) was an adaptation of Gerry Tassone's 'Room 312' - a story about the mysterious happenings that occur in room 312 of a third-rate hotel. Starring were Lou Jacobi, Sean Sullivan, Mia Anderson and Jack Duffy. With a typical 'Program X' audience of 4 per cent, the broadcast rated an enjoyment index of 53 - also about average for the series this season.
- . TAKE THIRTY (weekdays 3:00-3:30 pm) had another specially favourable audience reception this week. With enjoyment indices for individual programs all falling within the narrow 81-84 range, the average index for the five broadcasts was a high 83. The content: on Friday, the final of four programs on a U.S. study of population growth and its impact on the nation; on Monday, a talk with conservationists Janet and John Foster; on Tuesday and Wednesday, a repeat of a two-part report on the University of Kentucky's experimental program providing free courses to qualified senior citizens; and, on Thursday, the first in a series of 'See Canada First' programs. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five-day period, 8 per cent - unchanged from the last few weeks but slightly above average for the current series as a whole.

A CBC RESEARCH REPORT

TV/73/16

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 9-15, 1973

THIS WEEK

Special network programming this week included a documentary on Ontario's Algonquin Park in the 'To The Wild Country' series, live coverage of a World Hockey Association game between Ottawa and Los Angeles, two broadcasts covering the Canadian Curling Championships and highlights of the International Badminton Championships. Due to late notice of the participating teams, no audience information is available for the WHA game.

Regular CBC programs pre-empted throughout the country this week included 'Replay', 'Youth Confrontation', 'Telescope', 'World Of Music', 'Time To Remember', 'Medical Explorers', and 'Julie Andrews'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . Friday's PROGRAM X (10:00-10:30 pm on the metronet and on some CBC affiliated stations) had actress Mia Anderson perform excerpts from her one-woman stage show 'Ten Women, Two Men and a Moose'. Included in the program were readings from the works of Canadian authors Margaret Atwood, Marion Engle and Margaret Laurence. With as many as one-third of those who watched the broadcast having rated it as one that they hadn't enjoyed 'at all', the index of enjoyment for the audience as a whole was just 40 - low even by 'Program X' standards (average index for the series to date, 53). The size of the audience to the Mia Anderson program was 3 per cent, the series' norm, 4 per cent.
- . Featured guest on this week's TOMMY BANKS show (Friday 10:30-11:00 pm on the metronet and on some CBC affiliate stations) was ventriloquist Edgar Bergen who appeared with his Charlie McCarthy and Mortimer Snerd characters. With many viewers deriving great pleasure from seeing these long-time radio personalities and hearing Bergen's reminiscences of his long career in radio and films, the broadcast rated an overall audience enjoyment index of 85 - far above the 68 enjoyment norm of the current 'Tommy Banks' series. The size of the audience to Friday's broadcast was unchanged from most weeks this season - 4 per cent.
- . At 7:30-9:30 pm on Sunday, the CTV network presented a special two-hour film adaptation of the John Steinbeck novella THE RED PONY. Set in turn-of-the-century California, the story concerned the trials and tribulations of a poor farm couple and their 10-year-old son. Stars were Henry Fonda, Maureen O'Hara and Clint Howard. Not only was the broadcast specially well received by those who watched it (the enjoyment index was 87) it also proved to be the biggest CTV audience attraction of the week with viewing at the high 32 per cent level.
- . Faced with this specially strong CTV opposition, the CBC's BLACK BEAUTY, on Sunday at 7:30-8:00 pm, this week drew a substantially below-average audience of 19 per cent. But, with an index of audience enjoyment of 77, this week's episode was about as well received as most preceding 'Black Beauty' programs.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MARCH 9-15, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY	Fri. 8:30- 9:00	36	85
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	36	87
CANNON	Mon. 8:30- 9:30	34	81
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:37	32	80
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	79
CAROL BURNETT	Thu. 8:00- 9:00	29	77
FLIP WILSON	Tue. 8:30- 9:30	27	73
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	26	77
MASH	Fri. 8:00- 8:30	24	81
THE BEACHCOMBERS	Sun. 7:00- 7:30	22	70
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	21	80
THIS IS THE LAW	Mon. 9:30-10:00	20	75
TOMMY HUNTER	Fri. 9:00-10:00	20	81
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	19	77
TO THE WILD COUNTRY - 'A Wild Lens In Algonquin'	Sun. 8:00- 9:00	16	89
+ COUNTRYTIME	Sat. 10:38-11:00	15	81
CBC NATIONAL NEWS	S-S 11:00-11:21	15	81
EDGE OF NIGHT	M-F 3:30- 4:00	12	82
MAN AT THE TOP	Wed. 8:30- 9:30	11	62
THIS LAND	Wed. 8:00- 8:30	11	80
WEEKEND	Sun. 10:00-11:00	11	77
+ CANADIAN CURLING CHAMPIONSHIP	Sat. 2:00- 4:29	9	76
FAMILY COURT	M-F 4:00- 4:30	9	79
IMAGES OF CANADA - 'Peace, Order and Prosperity'	Wed. 9:30-10:30	8	74
THE PURPLE PLAYHOUSE - 'Used Up'	Sun. 9:00-10:00	8	63
TUESDAY NIGHT (A Study of Suicide)	Tue. 10:00-11:00	7	72
THE NATURE OF THINGS (Human Environment Conference, Stockholm)	Mon. 10:00-10:30	7	73
MAN ALIVE	Mon. 10:30-11:00	6	71
ADIEU ALOUETTE	Wed. 10:30-11:00	4	53
TAKE THIRTY	M-F 3:00- 3:30	4	79
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	62
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
* MUSIC TO SEE	Sun. 5:00- 5:30	2	\$

+ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

+ Broadcast at 10:30-11:00 pm EST in Southern Ontario.

* Re-scheduled in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- Following this, in the usual 'Julie Andrews' slot at 8:00-9:00 pm, the network this week presented another in the series of irregularly scheduled TO THE WILD COUNTRY programs. Subtitled 'A Wild Lens In Algonquin', this one explored the lakes and wildlife of Ontario's Algonquin Park. Typical of these and other outdoor-wildlife specials, the broadcast was very well received with an audience enjoyment index of 89. The size of the audience to 'A Wild Lens In Algonquin' was 16 per cent - much smaller than the audience (27 per cent) to the 'Wild Country' program on Newfoundland which ran one hour earlier on Sunday January 28, but about equal to the audience to each of the first two programs in the series. The record for 'To The Wild Country' to date:

<u>DAY/DATE/TIME</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sun. Nov. 19 9:00-10:00 pm	'Kluane' - on the Yukon's Kluane National Park	16	92
Sun. Dec. 10 8:00- 9:00 pm	'Return of the Giants' - on the Canada Goose	15	91
Sun. Jan. 28 7:00- 8:00 pm	'The Other Newfoundland' - on the wilderness and wildlife of Newfoundland	27	89
Sun. Mar. 11 8:00- 9:00 pm	'A Wild Lens In Algonquin' - a tour of Ontario's Algonquin Park	16	89

- This week's 'Purple Playhouse' drama (Sunday 9:00-10:00 pm) was USED UP, an adaptation of a comedy by Dion Boucicault about a world-weary English aristocrat who, at the age of 33, has experienced almost everything in life - except marriage. Thus, as a sporting gesture, he vows to marry the first woman who crosses his path. Starring were Paul Harding, Dawn Greenhalgh, Chris Wiggins, Lesley Yeo and Patricia Collins. The 8 per cent audience was equal in size to that of last week's 'The Bells' but slightly smaller than the 10 per cent audience attracted to the opening 'Purple Playhouse' drama, 'Sweeney Todd'. With a substantial number of those who watched 'Used Up' finding it to be an amusing

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: MARCH 9-15, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	22	87
SINGALONG JUBILEE	Wed. 7:30- 8:00	10	78
‡ HYMN SING	Sun. 5:30- 6:00	8	85
CLOCHEMERLE	Thu. 9:00- 9:30	6	67
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	53
TOMMY BANKS	Fri. 10:30-11:00	4	85
BANDWAGON	Thu. 9:30-10:00	4	70
PROGRAM X ('Ten Women, Two Men And A Moose')	Fri. 10:00-10:30	3	40
ARTS '73	Thu. 10:00-10:30	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	72
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	94
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	80
‡ * INTERNATIONAL BADMINTON SPECIAL	Sat. 6:30- 7:00	3	\$
BRIER REPORT	Fri. 11:40-12:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
‡ * DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
NEWSFILE	Thu. 10:30-11:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	86
MAUDE	Thu. 7:30- 8:00	13	79
GET SMART	M-F 5:30- 6:00	10	77
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	9	79
<u>CTV PROGRAMS</u>			
'THE RED PONY' (film)	Sun. 7:30- 9:30	32	87
‡ HOCKEY - NHL	Wed. 8:00-10:29	27	81
* A TOUCH OF GRACE	Sun. 9:30-10:00	21	82
IRONSIDE	Mon. 10:00-11:00	18	82
ACADEMY PERFORMANCE (Various movies)	Sat. 8:00-10:00	17	75
FRIDAY NIGHT MOVIE ('The Fine Art Of Staying Alive' - McMillan and Wife)	Fri. 8:30-10:00	16	79
F.B.I.	Fri. 10:00-11:00	16	75
THE UNDERSEA WORLD OF JACQUES COUSTEAU ('The Singing Whale')	Fri. 7:30- 8:30	16	86
+ PAUL LYNDE	Tue. 7:00- 7:30	16	83
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	14	83
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	83
+ THE BRADY BUNCH	Fri. 7:00- 7:30	14	74
+ GEORGE	Thu. 7:00- 7:30	14	74
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	13	84
+ LITTLE PEOPLE	Thu. 7:30- 8:00	13	84
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	78
POLICE SURGEON	Sat. 7:30- 8:00	13	73
+ DORIS DAY	Mon. 7:00- 7:30	12	70
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	10	80
+ CIRCLE OF FEAR	Thu. 10:00-11:00	9	80
CTV NATIONAL NEWS	S-S 11:00-11:20	9	81
ANOTHER WORLD	M-F 3:00- 3:30	9	88
ROLLIN'	Mon. 7:30- 8:00	8	78
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	72
GEORGE KIRBY	Thu. 9:00- 9:30	8	65
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	85
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	84
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	72
W5	Sun. 10:00-11:00	6	71
SOMERSET	M-F 2:30- 3:00	6	87
IAN TYSON	Tue. 9:30-10:00	6	76
* + CHALLENGING SEA	Sun. 5:00- 5:30	5	80
+ SPORTS BEAT '73	Wed. 10:30-11:00	4	75

‡ Pre-empted in some areas.

* Re-scheduled in some areas.

‡ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

and delightful story, the broadcast was better received than either of the two preceding 'Purple Playhouse' programs, the enjoyment index of 63 being far higher than the respective 50 and 54 indices recorded for 'Sweeney Todd', and 'The Bells'.

- . In a program titled 'Stockholm '72: Politics of Survival', THE NATURE OF THINGS this week took a retrospective look at the issues and accomplishments of the first world conference on human environment, held in Stockholm last year. At 7 per cent, the audience to the broadcast was only about two-thirds as big as audiences maintained by the series since the beginning of January; the audience enjoyment index, at 73, one of the three lowest attained by a 'Nature Of Things' program this season (the series enjoyment norm, 82).
- . Following this, at 10:30-11:00 pm, MAN ALIVE also drew a somewhat-below-usual audience - 6 per cent as against an average audience of 8 per cent - to the first program of a two-part examination of church aid to underdeveloped countries. This one, 'How Long Does It Take A Tree To Grow Here?' focused on two specific aid projects in the Phillippines. At 71, the index of audience enjoyment was 5 points below average for the current 'Man Alive' series which to date has rated indices ranging from a low of 60 to a high of 87.
- . This week's TUESDAY NIGHT (10:00-11:00 pm) was 'Stop For A Moment...And Feel The Pain', a documentary study of suicide. Focusing on the human suffering and waste of life involved in suicide cases, the broadcast talked at length with a young woman who had made an attempt on her own life, with psychiatrist Dr. Paul Termansen of the University of British Columbia, and with volunteer and professional members of various "crisis centres". Though a very substantial minority of those who watched the program found it to be a highly interesting and very worthwhile broadcast, others reacted less favourably, some feeling the documentary had dealt too long with one specific case, others simply finding the subject matter of little interest to them. The net result was an enjoyment index of 72 - some 5 points short of the average index for this season's 'Tuesday Night' series as a whole. At 7 per cent, the audience to 'Stop For A Moment' was average for the current 'Tuesday Night' series as a whole but substantially smaller than the previous week's audience to the 'Chemical Generation' program on drug abuse.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 9-15, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 9th	7:00- 7:30	Local Programming		15	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network		17	THE UNDERSEA WORLD OF JACQUES COUSTEAU ('The Singing Whale')
	8:00- 8:30	MASH	24		
	8:30- 9:00	ALL IN THE FAMILY		36	FRIDAY NIGHT MOVIE ('The Fine Art Of Staying Alive' - McMillan and Wife)
	9:00- 9:30	TOMMY HUNTER	19		
	9:30-10:00				
	10:00-10:30	Not Complete Network		17	
	10:30-11:00				
SUN 11th	7:00- 7:30	THE BEACHCOMBERS	21	Not Complete Network	
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	18	33	'THE RED PONY' (film)
	8:00- 8:30	TO THE WILD COUNTRY - 'A Wild Lens In Algonquin'	16		
	8:30- 9:00				
	9:00- 9:30	THE PURPLE PLAYHOUSE - 'Used Up'	8		
	9:30-10:00				
	10:00-10:30	CBC WEEKEND	10	6	W5
	10:30-11:00				
MON 12th	7:00- 7:30	Local Programming		13	+ DORIS DAY
	7:30- 8:00	Not Complete Network		9	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY	31	Local Programming	
	8:30- 9:00	CANNON	34	14	MEDICAL CENTRE (Repeat)
	9:00- 9:30				
	9:30-10:00	THIS IS THE LAW	20	13	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS (Human Environment Conference, Stockholm)	7	20	IRONSIDE
	10:30-11:00	MAN ALIVE	6		
TUE 13th	7:00- 7:30	Local Programming		17	+ PAUL LYNDE
	7:30- 8:00			10	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE (Repeat)		26	THE BOB HOPE SPECIAL
	8:30- 9:00	FLIP WILSON	27		
	9:00- 9:30			Local Programming	
	9:30-10:00	FRONT PAGE CHALLENGE	21	6	IAN TYSON
	10:00-10:30	TUESDAY NIGHT (A study of suicide)	7	15	MARCUS WELBY, M.D. (Repeat)
	10:30-11:00				
THU 15th	7:00- 7:30	Local Programming		14	+ GEORGE
	7:30- 8:00	Not Complete Network		14	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	28	15	+ THE STREETS OF SAN FRANCISCO
	8:30- 9:00				
	9:00- 9:30	Not Complete Network		8	GEORGE KIRBY
	9:30-10:00			6	HERE COME THE SEVENTIES
	10:00-10:30			10	+ CIRCLE OF FEAR
	10:30-11:00				
S-5	11:00-11:20	CBC NEWS	14	10	CTV NEWS

+ Not carried (on this day and at this time) on all CTV stations.

@ Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

- TAKE THIRTY (weekdays 3:00-3:30 pm) had an average index of enjoyment of 79 for its five programs. Individual indices ranged from 72 for the Monday interview with actress Mia Anderson to a high of 84 for Thursday's 'See Canada First' program on Cape Breton Island. The content of the three remaining programs: on Friday, a talk with British physician-biochemist Dr. John Utkin on the health hazards of sugar; on Tuesday, a two-part program that included a report on the movement for amnesty for U.S. draft dodgers and deserters, and a look at the effectiveness of airport security measures; and on Wednesday, a look at the rising cost of food. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five-day period, 8 per cent.
- At 8:00-8:30 pm on Wednesday THIS LAND presented part one of 'Jerry Potts and the 74's', a two-part dramatic reconstruction of incidents in the life of Jerry Potts, the Metis scout who in 1874 led the mounties in their Great March West across the Prairies. With former RCMP Commissioner George B. McClellan as host-narrator, the program featured Winston MacDonald as Potts and Michael Ball as Col. J.F. MacLeod, the man who hired Potts to lead the redcoats (or as they were then known, the 74's). Both the 11 per cent audience and the enjoyment index of 80 for the broadcast were about average for the 'This Land' series this season.
- This week's fourth program of the special six-part IMAGES OF CANADA series on Canadian history was 'Peace, Order and Prosperity' - on the history and development of Upper Canada up to the year 1900. Narrators were Mia Anderson and Douglas Rain. Broadcast in the series' usual Wednesday 9:30-10:30 pm slot, the program drew a typical 'Images' audience of 8 per cent and, like last week's program, rated an index about midway between the previous high and low for the series - 74 as against respective indices of 83 and 65 for the first and second editions.
- ADIEU ALOUETTE (Wednesday 10:30-11:00 pm) this week drew a slightly below average (4 per cent) audience to a program titled 'In Our Own Way'. Focusing on Quebec youth and on their efforts towards social change, the broadcast visited the small town of Beauharnois where a group of young people have opened a workshop to foster community spirit. The index of enjoyment for the audience as a whole was 53 - just slightly below the average index of 57 for the series to date.

- . In its final appearance in the Thursday 9:00-9:30 pm slot on the metronet and on some CBC affiliated stations, CLOCHEMERLE drew about the same size of audience as on each of its eight previous occasions - 6 per cent nationally, 8 per cent within the CBC metronet area where the program was fully available. Nor has there been much difference in the extent to which these various episodes of 'Clochemerle' have been enjoyed by those who have watched them. No more than moderately well received by its audience as a whole, the series has usually rated indices in the 63-73 range for an average index of 66 - about 10 points below average for all CBC network programs in general.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/17

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 16-22, 1973

THIS WEEK

Special programming on the network this week included 'Danny Mosgrove: The All Canadian Timmy', a documentary titled 'Plain People' on the Mennonite communities of Southwestern Ontario, an edition of 'Norman Corwin Presents', and nightly reports on the World Curling Championships in Regina.

Regular CBC programs pre-empted throughout the country this week included 'Telescope' and 'Time To Remember'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . This week's fourth program of the 'Sunday At Nine' (9:00-10:00 pm) 'Purple Playhouse' series was THE LYON'S MAIL, a drama set in 18th-century France, in which an innocent man is accused of the villainous deeds of a highway robber. With viewers highly praising the dual-role performance of actor Leslie Nielsen, the broadcast rated an audience enjoyment index of 63 - the same level of enjoyment attained by last week's 'Used Up' and much higher than the 50-54 index level reached by 'The Bells' and 'Sweeney Todd'. The size of the audience to 'The Lyon's Mail' was 7 per cent - down just one percentage point from the audiences of the last two 'Purple Playhouse' programs but significantly smaller than the series' opening audience of 10 per cent.
- . On Sunday at 10:00-11:00 pm, WEEKEND'S audience this week was 10 per cent - down 1-2 percentage points from the audience level of most recent 'Weekend' programs but about average for the series as a whole. Included in Sunday's program was an examination of the international monetary crisis; an interview with zookeeper Andy Bowen; a report on Quebec's James Bay hydro electric project; a poem titled 'The Seagulls are Dying' read as background to a film on pollution; a look at a senior citizen's band; and an interview with Opposition Leader Robert Stanfield. Audience reaction to the program as a whole was slightly less enthusiastic than to most 'Weekend' broadcasts this season, the enjoyment index, 70, being lower than any recorded since early January and some 3 points below average for the series as a whole.
- . This week's THE NATURE OF THINGS (Monday 10:00-10:30 pm) was 'Cities For People', a look at the efforts of various cities in Canada and in Europe to become places "for people". With many viewers being particularly impressed by the way in which certain European cities have coped with their traffic problems, the documentary as a whole was quite well received, index of enjoyment 78 - just slightly below the high average index of 81 for the current 'The Nature Of Things' series. The audience to Monday's program was 7 per cent - equal in size to that of last week's audience to 'Stockholm '72' but substantially smaller than audiences (11-12 per cent) of all other 'Nature Of Things' programs since early January.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 16-22, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	36	84
CANNON	Mon. 8:30- 9:30	33	83
ALL IN THE FAMILY	Fri. 8:30- 9:00	33	83
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:38	33	83
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	30	78
CAROL BURNETT	Thu. 8:00- 9:00	28	74
FLIP WILSON	Tue. 8:30- 9:30	27	75
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	27	75
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	23	77
MASH	Fri. 8:00- 8:30	23	79
THE BEACHCOMBERS	Sun. 7:00- 7:30	22	73
JULIE ANDREWS	Sun. 8:00- 9:00	20	67
THIS IS THE LAW	Mon. 9:30-10:00	20	76
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	19	81
TOMMY HUNTER	Fri. 9:00-10:00	18	81
CBC NATIONAL NEWS	S-S 11:00-11:21	15	80
+ ♣ COUNTRYTIME	Sat. 10:39-11:00	14	78
‡ EDGE OF NIGHT	M-F 3:30- 4:00	11	84
MAN AT THE TOP	Wed. 8:30- 9:30	10	65
CBC WEEKEND	Sun. 10:00-11:00	10	70
THIS LAND	Wed. 8:00- 8:30	9	78
IMAGES OF CANADA - 'The Folly On The Hill' (Repeat)	Wed. 9:30-10:30	9	79
FAMILY COURT	M-F 4:00- 4:30	7	79
THE NATURE OF THINGS ('Cities For People')	Mon. 10:00-10:30	7	78
THE PURPLE PLAYHOUSE - 'The Lyon's Mail'	Sun. 9:00-10:00	7	63
TUESDAY NIGHT (Columbia)	Tue. 10:00-11:00	6	73
+ CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:46	6	76
MAN ALIVE (Repeat)	Mon. 10:30-11:00	5	66
ADIEU ALOUETTE	Wed. 10:30-11:00	5	44
‡ TAKE THIRTY	M-F 3:00- 3:30	4	80
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	4	60
'PLAIN PEOPLE' (Mennonites)	Sun. 4:00- 4:30	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
MUSIC TO SEE	Sun. 5:00- 5:30	3	\$
NATION'S BUSINESS (Social Credit Party)	Sun. 11:15-11:21	3	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	3	\$

+ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

♣ Broadcast at 10:30-11:00 pm EST in Southern Ontario and British Columbia.

‡ Pre-empted in Ontario on Tuesday.

\$ Sample too small for reliable reporting of enjoyment level.

- TUESDAY NIGHT (10:00-11:00 pm) this week presented 'Quien Sabe? Who Knows?' a documentary on the South American country of Colombia with particular emphasis on the life-style of her people. The broadcast drew a 6 per cent national audience - just slightly below average for 'Tuesday Night' programs this season. Unlike past-season documentaries on various foreign countries and their people (which have usually been highly acclaimed by those who have watched), 'Quien Sabe?' was only moderately well received by its audience, index of enjoyment 73.
- TAKE THIRTY (weekdays 3:00- 3:30 pm) had another generally favourable reception this week, the average index of enjoyment for the five broadcasts being 80. Individual indices ranged from a low of 73 for Friday's St. Patrick's Day program featuring actor Shay Duffin to a high of 81-84 for the Monday look at the situation of Canadian Indians, Wednesday's visit to the Vanier Centre For Women, and Thursday's 'See Canada First' program on Prince Edward Island. The two-part Tuesday program discussing the use of scantily-clad women in advertising and the role of the automobile in American life had an index of 78. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five-day period, 9 per cent.
- At 8:00-8:30 pm on Wednesday THIS LAND presented the conclusion of its two-part dramatic reconstruction of incidents in the life of Jerry Potts, legendary figure of the old Canadian West. Hosted by former RCMP Commissioner George B. McClellan, 'Jerry Potts and the 74's' part two was about as well received as the opening segment - index of enjoyment 78 as against an index of 80 last week. At the 9 per cent level, however, viewing of this week's broadcast was down 2 percentage points from the week before and also slightly below the viewing level attained by most other 'This Land' programs since early January.
- This week's program in the IMAGES OF CANADA series was 'The Folly On The Hill', a repeat of last season's 'Images' program on the National Parliament Buildings in Ottawa. Making extensive use of historic stills and old film footage in addition to new film sequences, the broadcast traced the history of the Parliament Buildings and discussed their influence on, and meaning to, the people of Canada. Like the four preceding programs in the current 'Images' series, this one ran in the Wednesday 9:30-10:30 pm slot and drew an audience in the 7-10 per cent range. Specifically, the audience was 9 per cent -

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 16-22, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	22	83
HYMN SING	Sun. 5:30- 6:00	10	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	10	82
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	42
'DANNY MOSGROVE-THE ALL CANADIAN TIMMY'	Sun. 2:30- 3:00	4	93
SILVER BROOM REPORT	Wed. 11:40-12:00	4	81
* UPDATE	Sat. 6:00- 6:30	4	74
SILVER BROOM REPORT	Thu. 11:40-12:00	3	80
SILVER BROOM REPORT	Tue. 11:40-12:00	3	80
SILVER BROOM REPORT	Mon. 11:40-12:00	3	82
CORWIN PRESENTS	Thu. 9:00- 9:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	72
TOMMY BANKS	Fri. 10:30-11:00	3	\$
ARTS '73	Thu. 10:00-10:30	3	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	90
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	83
BANDWAGON	Thu. 9:30-10:00	3	\$
* REPLAY	Sat. 6:30- 7:00	3	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
PROGRAM X ('Triangle')	Fri. 10:00-10:30	2	\$
ENCOUNTER	Thu. 10:30-11:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
* SPORTS WEEK	Sat. 4:48- 5:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	19	82
MAUDE (Repeat)	Thu. 7:30- 8:00	11	77
GET SMART	M-F 5:30- 6:00	9	76
NEW DICK VAN DYKE	Fri. 7:30- 8:00	8	80
<u>CTV PROGRAMS</u>			
* HOCKEY - NHL	Wed. 8:00-10:34	27	81
+ A TOUCH OF GRACE	Sun. 9:30-10:00	20	87
IRONSIDE	Mon. 10:00-11:00	19	84
SONNY AND CHER	Fri. 7:30- 8:30	16	80
+ MANNIX (Repeat)	Sun. 8:30- 9:30	15	77
+ PAUL LYNDE (Repeat)	Tue. 7:00- 7:30	15	79
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	15	85
FRIDAY NIGHT MOVIE ('Tom Sawyer')	Fri. 8:30-10:00	14	77
+ THE BRADY BUNCH	Fri. 7:00- 7:30	14	79
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	14	82
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	14	74
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	14	77
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	75
F.B.I.	Fri. 10:00-11:00	13	80
ACADEMY PERFORMANCE (Various movies)	Sat. 8:00-10:00	13	64
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	13	74
+ LITTLE PEOPLE	Thu. 7:30- 8:00	13	84
+ GEORGE	Thu. 7:00- 7:30	13	76
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	12	82
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	10	78
+ CIRCLE OF FEAR	Thu. 10:00-11:00	9	74
* CTV NATIONAL NEWS	M-F 11:00-11:20	9	81
ANOTHER WORLD	M-F 3:00- 3:30	9	88
THE LIFE AND TIMES OF LORD MOUNTBATTEN (Part 5) (Repeat)	Sun. 7:30- 8:30	8	79
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	71
GEORGE KIRBY	Thu. 9:00- 9:30	8	65
IAN TYSON	Tue. 9:30-10:00	8	77
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	84
ROLLIN' (Repeat)	Mon. 7:30- 8:00	7	78
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	78
W5	Sun. 10:00-11:00	7	74
+ CHALLENGING SEA	Sun. 5:00- 5:30	6	82
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	68
SOMERSET	M-F 2:30- 3:00	6	86
+ * SPORTS BEAT '73	Wed. 10:36-11:05	5	75

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

† Pre-empted in some areas.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

+ Not carried (on this day and at this time) on all CTV stations.

△ Re-scheduled and joined-in-progress on CFCF (Montreal).

\$ Sample too small for reliable reporting of enjoyment level.

about the same size as the audience that 'Folly On The Hill' had in the Tuesday 10:00-11:00 pm slot on March 28 of last season. Nor was there any significant difference in audience reaction to 'Folly On The Hill' on these two occasions, the index of enjoyment for both the original and repeat showing being 79 - not surprising in view of the fact that only a very small proportion of this week's viewers were watching the documentary for the second time. In comparison with indices of other 'Images Of Canada' programs this season, this index of 79 for 'Folly On The Hill' ranks second only to the index of 83 recorded for the series' opening program 'Heroic Beginnings'. The complete record to date:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Feb. 21	'Heroic Beginnings' - a panorama of Canada's beginnings.	10	83
Feb. 28	'Magic Circle' - history of Quebec	7	65
Mar. 7	'Ties That Bind' - history of Maritimes	9	76
Mar. 14	'Peace, Order and Prosperity' - history of Upper Canada	8	74
Mar. 21	'The Folly On The Hill' (repeat) - on National Parliament Buildings	9	79

- ADIEU ALOUETTE (Wednesday 10:30-11:00 pm) drew its usual 5 per cent audience this week with a program on the Quebec theatre. Titled 'Background Theatre', the broadcast had playwright Michel Tremblay and director Andre Brassard explain their use of everyday French-Canadian speech to reflect the mood and culture of the working class - a style unique in Quebec theatre. With close to half of those who watched the program having rated it as one they didn't enjoy either "too much" or "at all", the index of enjoyment for the audience as a whole was just 44 - one of the lowest for the series to date, the average 'Adieu Alouette' index being 57.
- At 2:30-3:00 pm on Sunday the metronet and some CBC affiliated stations presented DANNY MOSGROVE: THE ALL-CANADIAN TIMMY, a profile of the 1973 Easter Seal "Timmy". Danny, an 11 year-old

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 16-22, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 16th	7:00- 7:30	Local Programming	15	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	17	SONNY AND CHER
	8:00- 8:30	MASH	23	
	8:30- 9:00	ALL IN THE FAMILY	33	
	9:00- 9:30	TOMMY HUNTER	17	FRIDAY NIGHT MOVIE ('Tom Sawyer')
	9:30-10:00			
	10:00-10:30			
	10:30-11:00	Not Complete Network	14	F.B.I.
SUN 18th	7:00- 7:30	THE BEACHCOMBERS	22	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	23	THE LIFE AND TIMES OF LORD MOUNTBATTEN (Repeat)
	8:00- 8:30	JULIE ANDREWS	20	
	8:30- 9:00			+ MANNIX (Repeat)
	9:00- 9:30			
	9:30-10:00	THE PURPLE PLAYHOUSE - 'The Lyon's Mail'	7	+ A TOUCH OF GRACE
	10:00-10:30			
	10:30-11:00	CBC WEEKEND	10	W5
MON 19th	7:00- 7:30	Local Programming	13	+ DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network	8	ROLLIN' (Repeat)
	8:00- 8:30	THE PARTRIDGE FAMILY	29	Local Programming
	8:30- 9:00	CANNON	33	+ MEDICAL CENTER (Repeat)
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	20	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('Cities For People')	7	IRONSIDE
	10:30-11:00	MAN ALIVE (Repeat)	5	
TUE 20th	7:00- 7:30	Local Programming	16	+ PAUL LYNDE (Repeat)
	7:30- 8:00		10	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE (Repeat)	26	'BURT BACHARACH IN SHANGRI-LA'
	8:30- 9:00			
	9:00- 9:30	FLIP WILSON	27	Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	19	8 IAN TYSON
	10:00-10:30			
	10:30-11:00	TUESDAY NIGHT (Columbia)	6	16 MARCUS WELBY, M.D. (Repeat)
THU 22nd	7:00- 7:30	Local Programming	13	+ GEORGE
	7:30- 8:00	Not Complete Network	13	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT	28	+ THE STREETS OF SAN FRANCISCO
	8:30- 9:00			
	9:00- 9:30			GEORGE KIRBY
	9:30-10:00			
	10:00-10:30	Not Complete Network	6	HERE COME THE SEVENTIES
	10:30-11:00		10	+ CIRCLE OF FEAR
S-5	11:00-11:20	CBC NEWS	14	10 * CTV NEWS

< Broadcast time 11:07-11:27 pm EST in the East on Wednesday.

+ Not carried (on this day and at this time) on all CTV stations.

* Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week, plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

who represents all crippled children in Canada, was shown at home, at school, and participating in a variety of sports activities. With a Sunday afternoon audience of 4 per cent, the broadcast was specially well received by those who watched it, the index of audience enjoyment being a high 93.

- Also very well received were the SILVER BROOM REPORTS on the week's World Curling Championships in Regina. Carried by the metronet and some CBC affiliated stations at 11:40 pm - midnight on Monday through Thursday, each of these four broadcasts drew a national audience of 3-4 per cent and rated an index in the high 80-82 range.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/18

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 23-29, 1973

THIS WEEK

In addition to regular programming, the network this week provided coverage of the annual 'Academy Awards' and of the final round of the 'World Curling Championships' in Regina. Other special programming this week included the documentary 'Tennessee Williams' South' and another 'Canadian Income Tax Test'. In addition, the metronet and some CBC affiliated stations presented a late-night report on the Curling Championships, a program marking the tercentenary of Kingston Ontario, the Manitoba Theatre Centre's production of 'Pinocchio' and a repeat of 'This Is Noel Coward' presented as 'A Salute to Noel Coward'. No audience information is available for this memorial program.

Regular CBC programs pre-empted throughout the country this week included: 'Mash', 'All In The Family', 'Sports Week', 'Al Hamel's Comedy Bag', 'World Of Music', 'Cannon', 'This Is The Law', 'Man Alive', 'Tuesday Night', 'Norman Corwin Presents', 'Bandwagon' and one edition of 'Viewpoint'.

SOURCE OF INFORMATION

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THE PANEL

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TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Tuesday, a 39 per cent audience representing some 5 million adults and teenagers (plus an uncounted but doubtless substantial number of younger children) watched some part of the CBC's coverage (from 10:00pm to 12:40am EST) of the annual ACADEMY AWARDS presentations. This was much the biggest network audience of the week and was slightly bigger also than the 36 per cent audience to last year's 'Awards' which ran at the same hour on a Monday night. This year's program, however, had a somewhat less favourable reception from those who watched it than did last year's event, the indices of enjoyment being 71 and 77 respectively. An analysis of viewers' reactions showed the highlights of these 1973 presentations to be the special tribute to the late Edward G. Robinson and the Academy's salute to Walt Disney Productions on the occasion of their 50th anniversary. Frequently mentioned also, of course, was the 'Best Actor' award refusal by an Indian woman on behalf of winner Marlon Brando, an action some viewers admired but which many more felt was in poor taste.
- At 8:00-9:00 pm on Friday, the usual 'Mash' and 'All In The Family' programs were pre-empted by a CANADIAN INCOME TAX TEST - the second of the periodically-scheduled quiz-test programs to deal with this subject. As with the 1972 'Income Tax Test', this one was hosted by Fred Davis and had two studio groups - one of experts, the other of "ordinary people" - attempt to answer a series of questions on current Canadian income tax laws. Viewers were again invited to keep their scores on the test and to compare their performance with that of the two studio groups and with national average figures obtained from a specially conducted survey. Also contributing to the program again this year were economist Dian Cohen and Tax department representatives Hugh Cheeseman and Buss Broughton.

At 13 per cent, the audience to this week's program was substantially smaller than the Thursday 8:00-9:00 pm audience of last year's 'Tax Test' and is, in fact, one of the smallest audiences on record for a quiz-test broadcast, the audiences of which have ranged from a high of 30 per cent for the November 1968 'Physical Fitness Test' to a low of 11 per cent for the December 1971 'Sports Test'. Nor, of course, is this 13 per cent audience to Friday's quiz special nearly as big as the usual audiences to either of the two pre-empted programs - recent audiences to 'Mash', 23-24 per cent, and to 'All In The Family', 33-36 per cent. Though about two-thirds of those who watched the 1973 'Income Tax' special rated it as a program that they had enjoyed either "very much" or "quite a bit", a substantial minority of viewers were critical of the broadcast for not answering a wider range of tax problems and for using valuable program time for what they felt were pointless dramatizations of tax problems. Nor was the program's invitation to viewers to keep their own scores a very popular one. Indeed, results of special questioning revealed that only about one in four viewers actually did this. Further questioning, however, revealed that viewers were quite appreciative of the contribution of

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MARCH 23-29, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ 'ACADEMY AWARDS'	Tue. 10:00-12:41	39	71
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:36	33	74
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	33	84
THE PARTRIDGE FAMILY	Mon. 8:00- 8:30	31	78
CAROL BURNETT (Repeat)	Thu. 8:00- 9:00	27	77
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	24	77
JULIE ANDREWS	Sun. 8:00- 9:00	22	70
‡ MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	21	80
THE BEACHCOMBERS	Sun. 7:00- 7:30	21	70
* FRONT PAGE CHALLENGE	Tue. 9:30-10:00	18	77
‡ FLIP WILSON (Repeat)	Tue. 8:30- 9:30	17	76
TOMMY HUNTER	Fri. 9:00-10:00	17	83
THE PURPLE PLAYHOUSE - 'Dracula'	Sun. 9:00-10:00	15	57
* CBC NATIONAL NEWS	S-S 11:00-11:21	15	81
+ SILVER BROOM WORLD CURLING CHAMPIONSHIPS	Sat. 2:00- 5:00	14	87
+ COUNTRYTIME	Sat. 10:37-11:00	14	75
'CANADIAN INCOME TAX TEST'	Fri. 8:00- 9:00	13	67
'TENNESSEE WILLIAMS' SOUTH'	Mon. 8:30-10:00	12	59
EDGE OF NIGHT	M-F 3:30- 4:00	12	83
MAN AT THE TOP	Wed. 8:30- 9:30	10	59
CBC WEEKEND	Sun. 10:00-11:00	10	76
THE NATURE OF THINGS ('Animal Migration- The Great Cycle')	Mon. 10:00-11:00	10	86
THIS LAND	Wed. 8:00- 8:30	9	76
FAMILY COURT	M-F 4:00- 4:30	8	76
IMAGES OF CANADA - 'Craft Of History' (Repeat)	Wed. 9:30-10:30	6	73
ADIEU ALOUETTE	Wed. 10:30-11:00	4	60
TAKE THIRTY	M-F 3:00- 3:30	4	83
COUNTRY CANADA	Sun. 1:30- 2:00	3	85
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$
MUSIC TO SEE (Repeat)	Sun. 5:00- 5:30	3	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	2	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	2	\$

- + Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).
- ‡ Pre-empted in some areas.
- * Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).
- \$ Sample too small for reliable reporting of enjoyment level.

the guest economist and of the perennially popular host of the program. The resultant index of enjoyment for the audience as a whole was 67 - 8 points lower than the index of the 1972 'Income Tax Test' and the lowest enjoyment index on record for the quiz-test series (previous index range, 73-84). For a complete audience record of these quiz-test specials, see page 7 of Report TV/73/10.

- Deprived of more than half its usual lead-in audience, TOMMY HUNTER, which followed the 'Income Tax Test' at 9:00-10:00 pm on Friday, showed a slight decline in viewing this week. Though just as well received (index of enjoyment 83) as most 'Tommy Hunter' programs, Friday's show (featuring guest singers Cal Dodd and Lorraine Foreman) drew a 17 per cent audience as against the audiences of 20-21 per cent that the series has attracted on most weeks since early January.
- Later on Friday (10:00-10:30 pm on the metronet and on some CBC affiliated stations) PROGRAM X presented the James Prideaux play 'Lemonade'. Stars were Eileen Herlie and Martha Scott. The story concerned two middle-aged women who, during their operation of a lemonade stand, share secrets of the past and talk of fates that might have befallen them. Slightly less favourably received than most 'Program X' broadcasts (average index this season 52), the drama rated an audience enjoyment index of 47. The size of the audience was 4 per cent - up slightly from 'Program X' audiences of the last two weeks and about average for the series as a whole. A contributing factor in this increase over recent 'Program X' viewing levels could, however, have been less formidable CTV opposition, the regular 'F.B.I.' having been pre-empted this week for an 'All-Star Swing Festival' which drew only about half as big an audience as the 'F.B.I.' normally does.
- As the fifth program of its eight-part 'Purple Playhouse' series of Victorian dramas, 'Sunday At Nine' (9:00-10:00 pm) this week presented an adaptation of DRACULA, Bram Stoker's classic tale of vampirism in Transylvania. At 15 per cent, the audience was about twice as big as the audience to each of the last three 'Purple Playhouse' programs and substantially bigger also than the 10 per cent audience of the first of these plays. Despite the fact that many of those who watched 'Dracula' found it too gruesome for their tastes, the index of enjoyment for the audience as a whole was 57 - about average for CBC-produced one-occasion dramas and mid-way between the high and low levels of enjoyment of preceding 'Purple Playhouse' broadcasts (index range 50-63).
- The subject of this week's hourlong THE NATURE OF THINGS program (Monday 10:00-11:00 pm) was animal and bird-migration. Titled

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: MARCH 23-29, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS (Repeat)	Mon. 7:30- 8:00	23	85
HYMN SING (Repeat)	Sun. 5:30- 6:00	9	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	79
PROGRAM X ('Lemonade')	Fri. 10:00-10:30	4	47
SILVER BROOM REPORT	Fri. 11:40-12:00	4	82
TOMMY BANKS	Fri. 10:30-11:00	4	\$
* UPDATE	Sat. 6:00- 6:30	3	80
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	91
'THE ADVENTURES OF PINOCCHIO'	Sun. 3:00- 4:00	3	\$
ARTS '73	Thu. 10:00-10:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	71
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	84
* REPLAY	Sat. 6:30- 7:00	2	\$
TELESCOPE (Tommy Hunter) (Repeat)	Sun. 2:30- 3:00	2	\$
* 'A CITY FOR A CELEBRATION' (Kingston)	Sat. 7:00- 7:30	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
NEWSFILE	Thu. 10:30-11:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	17	83
MAUDE (Repeat)	Thu. 7:30- 8:00	12	79
GET SMART	M-F 5:30- 6:00	9	76
NEW DICK VAN DYKE	Fri. 7:30- 8:00	7	79
<u>CTV PROGRAMS</u>			
‡ HOCKEY - NHL	Wed. 8:00-10:29	28	81
SONNY AND CHER	Fri. 7:30- 8:30	21	78
FRIDAY NIGHT MOVIE ('Double Shock - Columbo')	Fri. 8:30-10:00	19	80
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	17	80
+ THE BRADY BUNCH	Fri. 7:00- 7:30	16	79
+ MANNIX (Repeat)	Sun. 8:30- 9:30	16	77
PIG 'N' WHISTLE	Mon. 9:30-10:00	15	76
+ PAUL LYNDE (Repeat)	Tue. 7:00- 7:30	15	83
IRONSIDE (Repeat)	Mon. 10:00-11:00	15	78
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	14	74
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	13	77
+ LITTLE PEOPLE	Thu. 7:30- 8:00	13	86
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	13	75
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	12	80
SEARCH	Tue. 8:00- 9:00	12	81
+ GEORGE	Thu. 7:00- 7:30	12	76
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	10	80
ACADEMY PERFORMANCE ('They're A Wierd Mob')	Sat. 8:00-10:00	10	59
'DIEFENBAKER - THE HOMESTEAD YEARS	Thu. 9:30-10:00	10	83
+ 'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Part 6) (Repeat)	Sun. 7:30- 8:30	9	83
ANOTHER WORLD	M-F 3:00- 3:30	9	88
ROLLIN' (Repeat)	Mon. 7:30- 8:00	9	74
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	9	64
CTV NATIONAL NEWS	S-S 11:00-11:20	8	80
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	72
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	79
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	7	86
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	7	85
SOMERSET	M-F 2:30- 3:00	7	84
W5	Sun. 10:00-11:00	6	71
'ALL-STAR SWING FESTIVAL'	Fri. 10:00-11:00	6	75
IAN TYSON	Tue. 9:30-10:00	6	76
+ SPORTS BEAT '73	Wed. 10:30-11:00	4	78
+ CHALLENGING SEA	Sun. 5:00- 5:30	4	80

* Re-scheduled in some areas.

‡ Pre-empted on Tuesday.

‡ Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

'Animal Migration-The Great Cycle', the broadcast looked at the migratory habits of birds and animals and, in particular, at recent findings of animal studies conducted by the University of Guelph and by Cornell University. Typical of wildlife programs in general, the program was specially well received with an audience enjoyment index of 86 - 5 points above average for 'The Nature Of Things' series as a whole. The size of the audience to Monday's broadcast was 10 per cent - just marginally smaller than the peak audiences (11-12 per cent) of half-hour 'Nature Of Things' programs this season.

Wednesday of this week marked the final appearance of the season for three separate series. First of these was 'This Land' which, at 8:00-8:30 pm, discussed the United Nations Conference on Human Environment held in Stockholm last year and reviewed some of the various subjects covered by preceding programs in the series. With audience reaction to the program as a whole being somewhat less enthusiastic than to most of these earlier editions, the index of enjoyment was 76 as against the 'This Land' enjoyment norm of 81. The size of the audience to this final broadcast was 9 per cent - unchanged from the week before but slightly smaller than audiences attracted to most 'This Land' programs in the last few months. The complete audience record for the 1972-73 'This Land' series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Oct. 26	'A Look At This Land' - a film trip across Canada.	4	83
Nov. 1	'Cry Of The Whales' - on the future of the whale industry	6	83
Nov. 15	'West Coast Trail' - a trip along the Canadian Pacific coastline.	9	82
Nov. 22	'To Take A Stand' - on the Quebec timber industry.	9	82
Nov. 29	'Great Bear Lake' - the ecology of Great Bear Lake in the Northwest Territories.	9	83
Dec. 6	'To The Very Last Drop' - Canada's petroleum industry (Pre-empted in Alberta and B.C.)	6	79
Dec. 13	'A Certain Shame' - animal trapping for fur.	8	82

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 23-29, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 23rd	7:00- 7:30	Local Programming	17	+ THE BRADY BUNCH
	7:30- 8:00	Not Complete Network	22	SONNY AND CHER
	8:00- 8:30	'CANADIAN INCOME TAX TEST'		
	8:30- 9:00		20	FRIDAY NIGHT MOVIE ('Double Shock-Columbo')
	9:00- 9:30	TOMMY HUNTER		
	9:30-10:00			
	10:00-10:30	Not Complete Network	6	'ALL-STAR SWING FESTIVAL'
	10:30-11:00			
SUN 29th	7:00- 7:30	THE BEACHCOMBERS	21	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	24	10 + THE LIFE AND TIMES OF LORD MOUNTBATTEN (Repeat)
	8:00- 8:30	JULIE ANDREWS	22	
	8:30- 9:00		17	+ MANNIX (Repeat)
	9:00- 9:30	THE PURPLE PLAYHOUSE - 'Dracula'	15	# 'MISS STEWART, SIR'
	9:30-10:00			
	10:00-10:30	CBC WEEKEND	10	W5
	10:30-11:00			
MON 26th	7:00- 7:30	Local Programming	14	+ DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network	9	ROLLIN' (Repeat)
	8:00- 8:30	THE PARTRIDGE FAMILY	31	Local Programming
	8:30- 9:00	'TENNESSEE WILLIAMS' SOUTH'	12	18 + MEDICAL CENTER (Repeat)
	9:00- 9:30			16 FIG 'N' WHISTLE
	9:30-10:00			
	10:00-10:30	THE NATURE OF THINGS ('Animal Migration-The Great Cycle')	9	16 IRONSIDE (Repeat)
	10:30-11:00			
THU 29th	7:00- 7:30	Local Programming	12	+ GEORGE
	7:30- 8:00	Not Complete Network	14	+ LITTLE PEOPLE
	8:00- 8:30	CAROL BURNETT (Repeat)	26	13 + THE STREETS OF SAN FRANCISCO
	8:30- 9:00			
	9:00- 9:30			9 GEORGE KIRBY (Repeat)
	9:30-10:00	Not Complete Network		10 'DIEFENBAKER-THE HOMESTEAD YEARS'
	10:00-10:30			# + GHOST STORY
	10:30-11:00			
S-S	11:00-11:20	* CBC NEWS	14	8 CTV NEWS

* Re-scheduled in some areas on Tuesday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Wednesday and Saturday evenings this week, plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday and Saturday data in this table.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Dec. 20	'The White North' - visit to the Northwest Territories	8	79
Dec. 27	'The Mountain' - profile of mountaineer Edward Feutz (repeat)	10	83
Jan. 3	'Home Is Where' - essay on homes throughout the ages	9	73
Jan. 10	A look at a community of Hutterites in Alberta	13	87
Jan. 17	'Lanark County' - the history and present day development of a rural county in Ontario	10	82
Jan. 24	'Flight North Of The Ancient Bird'	9	82
Jan. 31	'Buggy Without A Horse' - a history of the automobile in Canada	11	80
Feb. 7	'People of The Torngats' - on the Eskimo community of Nain Labrador	11	86
Feb. 14	'Wildharp' - a schooner trip up the St. Lawrence	11	75
Feb. 21	'What's The Use?' - how Canadian land has been used and abused over the years.	13	83
Mar. 7	'The Newfoundland Disaster' - disastrous 1914 seal hunting expedition.	11	78
Mar. 14	'Jerry Potts and The 74's' - Part one. Dramatic reconstruction of early Canadian history involving the RCMP and a Metis guide.	11	80
Mar. 21	'Jerry Potts and The 74's' - Part two.	9	78
Mar. 28	Stockholm Conference on the Human Environment and end-of-season review.	9	76

- . This was followed at 8:30-9:30 pm by the final episode of the British drama series MAN AT THE TOP. Throughout its three-month run, the series has maintained a fairly consistent audience of 10-11 per cent - virtually the same size of audience that it drew in the same Wednesday slot last year. Nor is there any significant difference in overall audience reaction to 'Man At The Top' in these two seasons. With individual indices varying between 59 and 69, the current series rated an average index of 64 - just 2 points above the enjoyment norm of the '71-'72 series.

- . Then at 9:30-10:30 pm, IMAGES OF CANADA, as its sixth and final program, presented a repeat of last season's 'The Craft Of History' - a conversation between Ramsay Cook and several fellow-historians on Canada's past development and probable future. At 6 per cent, the audience was the same size as the Tuesday 10:00-11:00 pm audience to the original presentation but was slightly smaller than the audience to this season's preceding 'Images' programs - 8 per cent. On both occasions, 'The Craft Of History' was no more than moderately well received by those who watched it, the original and repeat broadcasts rating enjoyment indices of 70 and 73 respectively. The complete audience record for this season's six-part 'Images Of Canada' series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Feb. 21	'Heroic Beginnings' - a panorama of Canada's beginnings.	10	83
Feb. 28	'Magic Circle' - history of Quebec	7	65
Mar. 7	'Ties That Bind' - history of Maritimes	9	76
Mar. 14	'Peace, Order and Prosperity' - history of Upper Canada	8	74
Mar. 21	'The Folly On The Hill' (repeat) - on National Parliament Buildings	9	79
Mar. 28	'The Craft Of History' (repeat) - on Canada's past and probable future.	6	73

- . This week's program in the (Wednesday 10:30-11:00 pm) ADIEU ALOUETTE series was 'La Quebecoise' - a study of the French Canadian women of Quebec, their past and present situation in Quebec society, and their continuing struggle for equal rights. The index of enjoyment for the audience as a whole was 60 - about mid-way between the high and low indices of preceding editions and above the series' average index of 55. With viewing unchanged from most other weeks, the audience to Wednesday's broadcast was 4 per cent.
- . As its final program of the season, the Sunday afternoon (5:00-5:30 pm) MUSIC TO SEE series this week featured a performance by the McGill Chamber Orchestra. Typical of the series in general, the broadcast drew a small (3 per cent) audience - too small to allow calculation of an index of audience enjoyment. As a whole, however, the 'Music To See' series has not been received with particular enthusiasm by those who have watched it, the average index for the series throughout its run being just 59.
- . On Sunday at 10:00-11:00 pm, WEEKEND's audience this week was 10 per cent - unchanged from the week before and average for the series as a whole. The longest single item in the program was a report on the political situation in Australia since the election, last fall, of a Labour government. Other segments included an investigation of complaints by dissatisfied owners of Firenza cars, a look at the newly popular free style of skiing, a discussion by a group of authors on the subject of Canadian identity, a report on the growing popularity and acceptability of pinball machines, a montage of unique photographs of Adolf Hitler and a brief tribute to the late Chick Young, creator of the "Blondie" comic strip. The index of audience enjoyment was 76 - 3 points above average for the series this season. (A more detailed report of audience reactions to this week's 'Weekend' will be separately issued.)
- . On Monday evening, the regular 'Cannon' and 'This Is The Law' programs (from 8:30-10:00 pm) were pre-empted this week by a special 90-minute documentary titled TENNESSEE WILLIAMS' SOUTH. Produced by Harry Rasky who, earlier this season, gave us 'The Wit and World of G. Bernard Shaw', the broadcast profiled the life and work of the famed American playwright. Included were scenes from some of the famous as well as lesser-known Tennessee Williams plays. The broadcast drew a 12 per cent audience representing some one-and-a-half million adult and teenage viewers - slightly bigger than that attracted to the 'Shaw' documentary which ran one hour later on Wednesday

November 15. This 12 per cent audience to 'Tennessee Williams' is, however, far smaller than the usual (30 per cent) audience of 'Cannon' and substantially smaller also than recent audiences (18-20 per cent) of the also displaced 'This Is The Law'.

Like the portrait of 'Shaw', this 'Tennessee Williams' documentary drew an unusually large proportion of university-educated people. Whereas the viewing level of those people with at least a high school education was 11 per cent, viewing among those who had gone as far as university was 18 per cent. This represents as great a number of university-educated viewers as was attracted this week to any CBC-produced program with the single exception of the Saturday evening Hockey broadcast. It is also clear that these university educated viewers were somewhat more pleased with the program than were those with less formal education, the enjoyment indices for the two groups being 67 and 57 respectively. Similarly, it was those viewers living in the small urban and rural areas of the country who were the least satisfied with the Williams program, the enjoyment index for this group being 52 as against the 70 recorded for that part of the audience living in the major metropolitan areas of the country. But neither the university-educated nor the viewers living in the more sophisticated city centres were as highly enthusiastic about the Williams profile as were the corresponding groups of viewers about the November G.B. Shaw program. Thus, for the audience as a whole, the enjoyment index for 'Tennessee Williams' South' was 59, for 'The Wit And World Of G. Bernard Shaw', a substantially higher 68.

- TAKE THIRTY (weekdays, 3:00-3:30 pm) had another specially favourable audience reception this week. With indices for individual programs all falling in the high 79-87 range, the average index for the five broadcasts was 83. Topping the list with the 87 index was the Thursday 'See Canada First' program on British Columbia. Content of the remaining four: on Friday, an interview with author Anthony Burgess; on Monday and Tuesday, a two-part series titled 'Child Behaviour = You'; and on Wednesday, a report on an organized group seeking improved status for single adults, and on a London group who visit and help the old and lonely. The average day audience to 'Take Thirty' this week was the usual 4 per cent, the cumulative audience over the five days, 7 per cent.
- From 2:00-5:00 pm eastern time on Saturday, the network provided coverage from Regina of the final round of the SILVER BROOM WORLD CURLING CHAMPIONSHIPS. The program, which saw the title-holding Canadian rink defeated by Sweden, drew a relatively big afternoon audience of 14 per cent and was also specially well received by those who watched, the enjoyment index being a high 87.

A CBC RESEARCH REPORT

TV/73/19

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MARCH 30-APRIL 5, 1973

THIS WEEK

Special network programming this week included two NHL Hockey Playoffs, a WHA Hockey game between the Quebec Nordiques and the New England Whalers, the season's second 'Anne Murray' special, highlights of the recent 'Canada-USSR Track Meet' and coverage of The Grand National Steeplechase. Due to insufficient advance notice of scheduling, however, no audience information is available for this last-named broadcast.

Regular CBC programs pre-empted throughout the country this week were: 'Tommy Hunter', 'Youth Confrontation', 'World Of Music', 'Time To Remember', 'Adieu Alouette', 'Carol Burnett', 'Bandwagon' and 'Arts '73'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- By far the biggest network audiences this week went to the first two of this season's HOCKEY PLAYOFF games. Broadcast from 8:00-11:00 pm eastern time on Wednesday and Thursday evenings, the first and second instalments of the Buffalo-Montreal quarter final series each drew an audience of 43-44 per cent - some 10 percentage points bigger than the audiences of recent regular-season NHL games. As with most playoffs, the great majority of those who watched this week's contests much enjoyed them, the indices of enjoyment being in the high 83-86 range.
- In an unusual departure from its regular format, THE NATURE OF THINGS (Monday 10:00-10:30 pm) this week presented 'Old Enough', a film based on the 1970 MIT study that predicts economic, social, and political collapse by the year 2020. Included were dramatic vignettes depicting an over-populated, polluted world as well as some suggestions for preventing such a bleak future. Host of the broadcast was Dr. Donald Chant of the University of Toronto and Pollution Probe. In addition to the fact that many viewers found the subject matter distasteful - particularly the part about the selling of human meat for consumption - more than half of those who watched the program also rated it a confusing and uninformative broadcast, one they felt had generally been a waste of their time to watch. The result was an audience enjoyment index of only 41 - much the lowest ever recorded for a 'Nature Of Things' program and far short of the current series' enjoyment norm of 81. The size of the audience to Monday's program was 8 per cent - slightly smaller than the average (10 per cent) audience to 'Nature Of Things' programs this season.
- Following this at 10:30-11:00 pm on Monday, an about-average MAN ALIVE audience of 6 per cent was attracted to the second program of the series' two-part study of church aid to under-developed countries. This one, 'No Way To Say No', focused on a leadership training program in West Irian, the Indonesian segment of New Guinea. In particular, it examined the program's effect on the lives and culture of the native people. Somewhat less favourably received than the part one broadcast on rural and urban development in the Phillippines (index 71), the documentary rated an audience enjoyment index of 65 - some 10 points below average for the 'Man Alive' series this season.
- This week's PROGRAM X (Friday 10:00-10:30 pm on the metronet and on some CBC affiliated stations) was 'Concerto for Television:

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MARCH 30-APRIL 5, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ NHL HOCKEY PLAYOFF	Wed. 8:00-10:59	44	86
+ NHL HOCKEY PLAYOFF	Thu. 8:00-11:00	43	83
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	35	86
+ HOCKEY NIGHT IN CANADA	Sat. 8:00-10:29	34	81
ALL IN THE FAMILY	Fri. 8:30- 9:00	34	87
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	31	79
FLIP WILSON (Repeat)	Tue. 8:30- 9:30	29	76
CANNON (Repeat)	Mon. 8:30- 9:30	28	80
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	27	82
THE BEACHCOMBERS	Sun. 7:00- 7:30	25	66
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	23	77
JULIE ANDREWS (Repeat)	Sun. 8:00- 9:00	23	73
MASH (Repeat)	Fri. 8:00- 8:30	22	79
FRONT PAGE CHALLENGE	Tue. 9:30-10:00	20	80
'ANNE-HERSELF AMONG OTHERS'	Fri. 9:00-10:00	19	80
THIS IS THE LAW	Mon. 9:30-10:00	18	72
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	80
+ COUNTRYTIME	Sat. 10:30-11:00	14	77
⚡ EDGE OF NIGHT	M-F 3:30- 4:00	12	86
THE PURPLE PLAYHOUSE - 'The Corsican Brothers'	Sun. 9:00-10:00	11	64
CBC WEEKEND	Sun. 10:00-11:00	10	76
△ FAMILY COURT	M-F 4:00- 4:30	8	77
+ WORLD HOCKEY ASSOCIATION	Sun. 2:00- 4:30	8	67
THE NATURE OF THINGS ('Old Enough')	Mon. 10:00-10:30	8	41
MAN ALIVE	Mon. 10:30-11:00	6	65
TUESDAY NIGHT (Pee Wee Hockey) (Repeat)	Tue. 10:00-11:00	5	74
⚡ PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	65
TAKE THIRTY	M-F 3:00- 3:30	3	83
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	62
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
* CANADIAN COLLEGE SPORTS	Sat. 2:00- 4:00	3	\$
* MEDICAL EXPLORERS	Sun. 4:30- 5:00	2	\$

- + Telecast "live" (i.e. without normal delays to the West and pre-release to the Atlantic regions).
- * Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).
- ⚡ Pre-empted in some areas (in the case of multi-day programs, on one or more occasions).
- △ Joined-in-progress in Newfoundland on Friday.
- \$ Sample too small for reliable reporting of enjoyment level.

The Land', a celebration of the Canadian landscape, interpreted through film, stills, narration and original music by Norman Symonds. Patterned after the series' 1970-71 season 'Concerto for TV' which focused on the various moods of the wind, this week's broadcast alternated views of the land with scenes of the orchestra conducted by Symonds. While viewers quite typically much enjoyed seeing the scenes of Canadian landscape and wildlife, indications are that they were not nearly as impressed by the musical aspects of the program. The result was an audience enjoyment index of 59 - much the same level of enjoyment attained by the earlier 'Concerto' (index 55) and, incidentally, just slightly above the average index of enjoyment for 'Program X' drama productions this season.

- . This week's sixth program of the 'Sunday At Nine' (9:00-10:00 pm) 'Purple Playhouse' series was an adaptation of the famous Alexandre Dumas novel THE CORSICAN BROTHERS. The story, set in 18th-century Corsica, concerns the de Franchi twins who as young boys inherited a family curse that they should feel each other's pain. Starring in the dual role of the twin brothers was Rick McKenna. Though some viewers found the play too bloody for their tastes, many others described it as a well-acted and exciting drama and, in some cases, were specially enthusiastic about the sword-fight scenes. At 64, the resultant index of audience enjoyment was about equal to the previous high for the 'Purple Playhouse' series - a level of enjoyment now attained by three of these Victorian plays and substantially above the 50-57 indices of the other three editions. The size of the audience to 'The Corsican Brothers' was 11 per cent - down somewhat from last week's unusually big (15 per cent) audience to 'Dracula' but still bigger than the average 8 per cent audience of the first four 'Purple Playhouse' plays.
- . Included in this week's edition of WEEKEND (Sunday 10:00-11:00 pm) were a discussion concerning the frequency with which sterilization operations are being performed on Indian and Eskimo women, a memorial tribute to Don Messer, an examination of the current "crackdown" on Unemployment Insurance abuse and its effect on some legitimate claimants, a discussion of the current International oil shortage, a profile of a rural physician, and brief items concerning theatre auditions, zoos and rising food prices. With no change from the week before in either audience size or in overall viewer reaction, the broadcast drew a 10 per cent audience and rated a slightly above-average 'Weekend' index of 76. (A more detailed report of audience reactions to this week's 'Weekend' will be separately issued.)

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MARCH 30-APRIL 5, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	22	86
HYMN SING (Repeat)	Sun. 5:30- 6:00	9	85
* SINGALONG JUBILEE (Repeat)	Wed. 7:30- 8:00	9	78
* CANADA-RUSSIA INDOOR TRACK AND FIELD MEET	Sat. 4:00- 5:00	5	82
* ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	53
PROGRAM X ('Concerto For Television, The Land')	Fri. 10:00-10:30	4	59
TOMMY BANKS (Repeat)	Fri. 10:30-11:00	3	75
* UPDATE	Sat. 6:00- 6:30	3	78
* REPLAY	Sat. 6:30- 7:00	3	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	92
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	85
* VIEWPOINT	M-F 11:22-11:29	2	70
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	20	84
* MAUDE (Repeat)	Thu. 7:30- 8:00	10	76
* GET SMART	M-F 5:30- 6:00	10	76
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	75
<u>CTV PROGRAMS</u>			
SONNY AND CHER	Fri. 7:30- 8:30	18	80
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	17	84
+ A TOUCH OF GRACE	Sun. 9:30-10:00	17	84
F.B.I.	Fri. 10:00-11:00	15	76
ACADEMY PERFORMANCE ('A Howling In The Woods') (Repeat)	Sat. 8:00-10:00	15	80
IRONSIDE (Repeat)	Mon. 10:00-11:00	15	81
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	14	75
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	14	84
+ MANNIX (Repeat)	Sun. 8:30- 9:30	14	77
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	13	72
PIG 'N' WHISTLE	Mon. 9:30-10:00	13	75
FRIDAY NIGHT MOVIE ('Two Dollars On Trouble To Win' - McMillan and Wife)	Fri. 8:30-10:00	13	78
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	13	78
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	12	70
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	12	70
+ LITTLE PEOPLE	Thu. 7:30- 8:00	12	80
GEORGE (Repeat)	Thu. 7:00- 7:30	11	73
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	10	80
CTV NATIONAL NEWS	S-S 11:00-11:20	9	80
ANOTHER WORLD	M-F 3:00- 3:30	9	89
+ CIRCLE OF FEAR (Repeat)	Thu. 10:00-11:00	9	72
* WEDNESDAY NIGHT MOVIE (Banacek-'Let's Hear It For A Living Legend')	Wed. 8:00- 9:30	9	79
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	8	79
'THE MOUNTAINS'	Sun. 7:30- 8:30	8	76
ROLLIN' (Repeat)	Mon. 7:30- 8:00	8	76
IAN TYSON	Tue. 9:30-10:00	8	71
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	71
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	84
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	6	57
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	69
SOMERSET	M-F 2:30- 3:00	5	84
+ * CHALLENGING SEA	Sun. 5:00- 5:30	5	86
W5	Sun. 10:00-11:00	5	75
+ SPORTS BEAT '73	Wed. 10:30-11:00	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

‡ Not telecast in the Maritimes.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- With the index of audience enjoyment for four of its five programs being 84-85, TAKE THIRTY (weekdays 3:00-3:30 pm) this week rated a high average index of 83. Topics discussed on these four highly acclaimed programs were: on Monday, human emotions and social behaviour; on Tuesday, automobile driving techniques with emphasis on defensive driving; on Wednesday, Consumer Services bureaus; and on Thursday, a 'See Canada First' program on the Province of Saskatchewan. Only slightly less favourably received, with an index of 78, was the Friday program on diets and drugs. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five days, 7 per cent.
- Beginning a series of repeats from earlier this season, TUESDAY NIGHT (10:00-11:00 pm) this week presented 'It's Winning That Counts', on the pros and cons of organized hockey for 12-year olds. With an index of audience enjoyment of 74, the documentary was just as well received on this occasion as it was on its first showing on September 19 (index 76). There was, however, a slight decline in viewing of 'Tuesday Night' this week. At 5 per cent, the audience to this repeat program was about 2 percentage points smaller than the average audience maintained by the series since the first of January.
- From 9:00-10:00 pm on Friday, the slot normally occupied by 'Tommy Hunter', the network this week carried the second 'Anne Murray' special of the season. In addition to the star herself, ANNE - HERSELF AMONG OTHERS featured singers John Allan Cameron and Bruce Murray. The audience was 19 per cent - about equal in size to the usual audience to the pre-empted 'Tommy Hunter' but slightly smaller than that attracted in the same Friday slot by the November 17 'Anne's Special' (21 per cent) and much smaller than audiences of past-season 'Anne Murray' shows. However, with an index of audience enjoyment of 80, 'Anne-Herself' was just as well received by those who watched it as was any of the earlier 'Murray' specials. (A more detailed report of audience reactions to 'Anne - Herself Among Others' will be separately issued.) The record of Anne Murray specials to date:

<u>DAY/DATE/TIME</u>	<u>TITLE</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Fri.Oct. 23 1970 9:00-10:00	'Anne Murray and Friends'	24	77
Thu.Mar. 11 1971 8:00- 9:00	'Straight Clean and Simple'	37	77

continued...

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MARCH 30-APRIL 5, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 30th	7:00- 7:30	Local Programming	15	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network	19	SONNY AND CHER
	8:00- 8:30	MASH (Repeat)		
	8:30- 9:00	ALL IN THE FAMILY	34	FRIDAY NIGHT MOVIE ('Two Dollars On Trouble To Win'- McMillan and Wife)
	9:00- 9:30	'ANNE-HERSELF AMONG OTHERS'	19	
	9:30-10:00			
	10:00-10:30	Not Complete Network	16	F.B.I.
	10:30-11:00			
SUN 1st	7:00- 7:30	THE BEACHCOMBERS	25	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	22	'THE MOUNTAINS'
	8:00- 8:30	JULIE ANDREWS (Repeat)	23	
	8:30- 9:00			+ MANNIX (Repeat)
	9:00- 9:30	THE PURPLE PLAYHOUSE - 'The Corsican Brothers'	10	
	9:30-10:00		18	+ A TOUCH OF GRACE
	10:00-10:30	CBC WEEKEND	10	W5
	10:30-11:00			
MON 2nd	7:00- 7:30	Local Programming	13	+ DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network	8	ROLLIN' (Repeat)
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	30	Local Programming
	8:30- 9:00	CANNON (Repeat)	28	+ MEDICAL CENTER (Repeat)
	9:00- 9:30			PIG 'N' WHISTLE
	9:30-10:00	THIS IS THE LAW	17	
	10:00-10:30	THE NATURE OF THINGS ('Old Enough')	8	IRONSIDE (Repeat)
	10:30-11:00	MAN ALIVE	6	
TUE 3rd	7:00- 7:30	Local Programming	#	'HELP INC.'
	7:30- 8:00		11	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE (Repeat)	27	'NORTH WITH THE SPRING' (Repeat)
	8:30- 9:00	FLIP WILSON (Repeat)	29	
	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	20	8
	10:00-10:30	TUESDAY NIGHT (Pee Wee Hockey) (Repeat)	5	18
	10:30-11:00			
S-S	11:00-11:20	* CBC NEWS	14	10
				CTV NEWS

Broadcast at 12:00-12:21 am AST in the Atlantic regions on Wednesday and Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Wednesday, Thursday and Saturday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Wednesday, Thursday and Saturday data in this table.

<u>DAY/DATE/TIME</u>	<u>TITLE</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Wed.Apr. 14 1971 8:00- 9:00	'I Believe In Music'	30	71
Mon.Nov. 8 1971 8:30- 9:30	'Anne Again'	33	81
Thu.Dec. 16 1971 8:00- 9:00	'Anne Murray Special'	29	72
Fri.Nov. 17 1972 9:00-10:00	'Anne's Special'	21	76
Fri.Mar. 30 1973 9:00-10:00	'Anne - Herself Among Others'	19	80

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/21

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 6-12, 1973

THIS WEEK

Special programming on the network this week included four 'Hockey Playoffs', two 'Masters' Golf' broadcasts, another 'To The Wild Country' documentary, a revised edition of 'Who Owns The Sea?', an historical drama based on the last public hanging in Canada, highlights of the 'Pacific International Swim Meet' and of the 'Canadian Open Badminton Championships' and a profile of World Figure Skating Champion Karen Magnussen. Due to insufficient advance notice of scheduling, however, no audience information is available for the last-named broadcast.

The many regular CBC programs pre-empted throughout the country this week included 'Countrytime', 'Black Beauty', 'Sunday At Nine', 'World Of Music', 'Mary Tyler Moore', 'Tuesday Night', 'Carol Burnett', 'Bandwagon', 'Arts '73', and one edition each of 'Family Court', 'Get Smart', and 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Again this week the biggest network audiences went to the HOCKEY PLAYOFFS - in this case, to the final four games of the six-part Montreal-Buffalo quarter-final series. National audiences ranged from 50 per cent for both the Tuesday and Thursday contests to 41-43 per cent for the weekend games. All were evening broadcasts which, with the exception of Sunday's which began one hour earlier, ran from 8:00 pm eastern time. As with most playoffs, the great majority of those who watched this week's contests much enjoyed them, the indices of enjoyment for the four games all being in the high 84-89 range.
- At 8:00-9:00 pm on Wednesday the network presented the last of five monthly-scheduled TO THE WILD COUNTRY specials. This one, 'Winter Is A Way Of Life', gave viewers a look at the Canadian wilderness in wintertime. At 17 per cent, the audience to the broadcast was about equal in size to the audience to each of the three preceding 'Wild Country' programs that ran in the 8:00 or 9:00 pm Sunday slot, but much smaller than the audience (27 per cent) to the 'Wild Country' program on Newfoundland which was shown in the earlier 7:00-8:00 pm period on Sunday January 28. In line with these and other outdoor-wildlife specials, 'Winter Is A Way Of Life' was very well received with an audience enjoyment index of 91. The record for the 'To The Wild Country' series:

<u>DAY/DATE/TIME</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sun. Nov. 19 9:00-10:00 pm	'Kluane' - on the Yukon's Kluane National Park	16	92
Sun. Dec. 10 8:00- 9:00 pm	'Return of the Giants' - on the Canada Goose	15	91
Sun. Jan. 28 7:00- 8:00 pm	'The Other Newfoundland' - on the wilderness and wildlife of Newfoundland	27	89

continued...

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 6-12, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ NHL HOCKEY PLAYOFF	Thu. 8:00-11:01	50	85
+ NHL HOCKEY PLAYOFF	Tue. 8:00-11:47	50	89
+ NHL HOCKEY PLAYOFF	Sat. 8:00-11:04	43	84
+ NHL HOCKEY PLAYOFF	Sun. 7:00-10:00	41	87
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:30	33	84
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	30	79
CANNON (Repeat)	Mon. 8:30- 9:30	28	82
TOMMY HUNTER (Repeat)	Fri. 9:00-10:00	22	82
MASH (Repeat)	Fri. 8:00- 8:30	21	81
THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	21	86
THIS IS THE LAW	Mon. 9:30-10:00	18	75
TO THE WILD COUNTRY - 'Winter Is A Way Of Life'	Wed. 8:00- 9:00	17	91
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	80
'WHO OWNS THE SEA?' (Repeat)	Wed. 9:00-10:00	13	86
* EDGE OF NIGHT	M-F 3:30- 4:00	12	85
* CBC WEEKEND	Sun. 10:00-11:00	9	75
+ MASTERS' GOLF	Sun. 3:30- 5:30	8	80
THE NATURE OF THINGS (Recycling)	Mon. 10:00-10:30	8	77
FAMILY COURT	Tu-F 4:00- 4:30	7	78
+ MASTERS' GOLF	Mon. 4:00- 6:00	6	78
MAN ALIVE	Mon. 10:30-11:00	5	74
'THIS MELANCHOLY OCCASION'	Wed. 10:00-10:30	4	59
* PACIFIC INTERNATIONAL SWIM MEET	Sat. 2:00- 3:00	4	83
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	3	69
△ TAKE THIRTY	M-F 3:00- 3:30	3	81
* PROVINCIAL AFFAIRS	Sat. 11:20-11:25	3	56
* BADMINTON INTERNATIONAL	Sat. 3:00- 3:30	3	66
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
ADIEU ALOUETTE	Wed. 10:30-11:00	2	\$

+ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

⚡ Pre-empted in some areas.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Re-scheduled and pre-empted in some areas on Monday.

\$ Sample too small for reliable reporting of enjoyment level.

<u>DAY/DATE/TIME</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Sun. Mar. 11 8:00- 9:00 pm	'A Wild Lens In Algonquin' - a tour of Ontario's Algonquin Park	16	89
Wed. Apr. 11 8:00- 9:00 pm	'Winter Is A Way Of Life'	17	91

- Following this at 9:00-10:00 pm a somewhat smaller audience of 13 per cent was attracted to a condensed and updated version of last season's WHO OWNS THE SEA, on the need for international laws governing ownership and control of the sea. Included in the broadcast was the 49-minute film prepared, from the original 90-minute documentary, for the Stockholm Conference on the Human Environment plus a 10-minute section updating developments since last year. Like the original 'Who Owns The Sea', Wednesday's broadcast was very well received by the great majority of those who watched it, the index of audience enjoyment being a high 86.
- The program occupying the Wednesday 10:00-10:30 pm slot this week was THIS MELANCHOLY OCCASION, a drama chronicling the last public hanging in Canada - the 1869 execution of Patrick Whelan, convicted assassin of Thomas D'Arcy McGee. With a 4 per cent audience, the Ottawa-produced broadcast rated an audience enjoyment index of 59 that about equalled the average index for one-occasion CBC drama productions.
- In the first segment of a two-part profile of the Quebec daily newspaper 'Le Devoir', ADIEU ALOUETTE (Wednesday 10:30-11:00 pm) this week made use of newsreel footage, newspaper headlines and the comments of various politicians and reporters to trace the paper's long and sometimes controversial history. At 2 per cent, the audience was only about half as big as the usual audience to the series and too small to provide a reliable indication of viewer enjoyment of the broadcast.
- At 10:00-10:30 pm on Monday, THE NATURE OF THINGS presented 'Recycling: The Garbage Ouroboros', a look at the growing problem of garbage pollution and at the feasibility of recycling as a method of combating the problem. The broadcast

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

APRIL 6-12, 1972

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	23	86
SINGALONG JUBILEE	Wed. 7:30- 8:00	9	78
* HYMN SING	Sun. 5:30- 6:00	9	82
PROGRAM X ('Nightmare')	Fri. 10:00-10:30	5	58
*△ ALAN HAMEL COMEDY BAG (Repeat)	Sat. 7:00- 7:30	3	49
* UPDATE	Sat. 6:00- 6:30	3	\$
TOMMY BANKS	Fri. 10:30-11:00	3	69
□ VIEWPOINT	M-F 11:22-11:29	3	74
* AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	91
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	82
*△ REPLAY	Sat. 6:30- 7:00	3	\$
* THE GALLOPING GOURMET	Sun. 2:00- 2:30	2	71
* DOLLARS AND SENSE	Sun. 1:00- 1:30	2	\$
* YOUTH CONFRONTATION	Sun. 2:00- 2:30	2	\$
<u>CBC METRONET</u>			
† THE WONDERFUL WORLD OF DISNEY	Sun. 6:00- 7:00	12	84
MAUDE (Repeat)	Thu. 7:30- 8:00	10	83
* GET SMART	Tu-F 5:30- 6:00	9	75
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	78
<u>CTV PROGRAMS</u>			
SONNY AND CHER (Repeat)	Fri. 7:30- 8:30	17	76
IRONSIDE (Repeat)	Mon. 10:00-11:00	14	80
WEDNESDAY NIGHT MOVIE ('Madigan')	Wed. 8:00- 9:30	14	73
+ A TOUCH OF GRACE	Sun. 9:30-10:00	14	83
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	14	78
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	13	78
FRIDAY NIGHT MOVIE ('The Park Avenue Rustlers - McCloud') (Repeat)	Fri. 8:30-10:00	13	78
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	13	83
+ MANNIX (Repeat)	Sun. 8:30- 9:30	13	76
F.B.I. (Repeat)	Fri. 10:00-11:00	12	76
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	75
+ PAUL LYNDE (Repeat)	Tue. 7:00- 7:30	12	81
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	12	75
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	11	71
ACADEMY PERFORMANCE ('The Secret War Of Harry Frigg') (Repeat)	Sat. 8:00-10:00	11	74
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	10	78
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	10	80
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	10	84
+ LITTLE PEOPLE (Repeat)	Thu. 7:30- 8:00	10	82
+ GEORGE	Thu. 7:00- 7:30	10	72
ANOTHER WORLD	M-F 3:00- 3:30	9	88
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	9	85
SEARCH	Tue. 8:00- 9:00	9	76
CTV NATIONAL NEWS	S-S 11:00-11:20	8	81
ROLLIN' (Repeat)	Mon. 7:30- 8:00	8	77
ANYTHING YOU CAN DO	M-F 4:00- 4:30	8	71
+ CIRCLE OF FEAR (Repeat)	Thu. 10:00-11:00	6	71
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	6	84
SOMERSET	M-F 2:30- 3:00	6	83
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	5	58
IAN TYSON	Tue. 9:30-10:00	5	72
HERE COME THE SEVENTIES	Thu. 9:30-10:00	4	60
+ SPORTS BEAT '73	Wed. 10:30-11:00	3	81
*+ CHALLENGING SEA	Sun. 5:00- 5:30	3	77

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

△ Joined-in-progress in some areas.

□ Pre-empted on Tuesday.

† Pre-empted in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

included comment on the subject by noted Canadian and U.S. authorities and an examination of recycling projects in Ohio, Kingston, Calgary and Hamilton. With the majority of those who watched the program finding it to be a fairly informative and thought-provoking broadcast, the index of enjoyment for the audience as a whole was 77 - just 4 points short of the high average index for the series. The size of the audience to Monday's program was 8 per cent - slightly smaller than the average (10 per cent) 'Nature Of Things' audience this season.

- This week's audience to MAN ALIVE (Monday 10:30-11:00 pm) was 5 per cent - about equal in size to audiences that the series has maintained since the beginning of March but somewhat below the season's average 'Man Alive' audience of 7 per cent and only half as big as the series' peak audiences of 10 per cent. Guest on Monday's program was humanitarian Dr. Jean Vanier. At 74, the enjoyment index for the broadcast was equal to the average index for the current 'Man Alive' series, individual indices of which have varied greatly - from a low of 60 to a high of 87.
- Broadcast on the CBC metronet and on some affiliated stations on Mondays at 7:30-8:00 pm, THE IRISH ROVERS continues each week to give great pleasure to a large audience in the 20-23 per cent range. The guests on this week's show were 'The Limelitters', the index of enjoyment for the program as a whole a typically high 86.
- This week's PROGRAM X (Friday 10:00-10:30 pm on the metronet and on some CBC affiliated stations) was 'Nightmare', a murder mystery about two young women who find themselves trapped in a lonely farmhouse by a man who has just murdered their aunt and uncle. Watched by a 5 per cent audience, the broadcast rated an audience enjoyment index of 58 - both marginally above average for 'Program X' this season.
- WEEKEND (Sunday 10:00-11:00 pm) this week included a follow-up of last week's report concerning the sterilization of Indian and Eskimo women, an interview with French film star Jean Moreau, an interview with Canadian missionary Lloyd Oppel following his imprisonment in Vietnam, a brief memorial tribute to Pablo Picasso, a talk with boxer George Chuvalo and another with former U.S. tennis star Bobby Rigg. The audience was 9 per cent, the enjoyment index 75 - both virtually unchanged from the last few weeks. (A more detailed report of audience reactions to this week's 'Weekend' will be separately issued.)

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 6-12, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 6th	7:00- 7:30	Local Programming		14	+ THE BRADY BUNCH (Repeat)	
	7:30- 8:00	Not Complete Network		18	SONNY AND CHER (Repeat)	
	8:00- 8:30	MASH (Repeat)	21			
	8:30- 9:00	ALL IN THE FAMILY (Repeat)		32	14	FRIDAY NIGHT MOVIE ('The Park Avenue Rustlers- McCloud') (Repeat)
	9:00- 9:30	TOMMY HUNTER (Repeat)	21			
	9:30-10:00					
	10:00-10:30	Not Complete Network		13	F.B.I. (Repeat)	
10:30-11:00						
MON 9th	7:00- 7:30	Local Programming		12	DORIS DAY	
	7:30- 8:00	Not Complete Network		9	ROLLIN' (Repeat)	
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	30	Local Programming		
	8:30- 9:00	CANNON (Repeat)	28	14	MEDICAL CENTER (Repeat)	
	9:00- 9:30					
	9:30-10:00	THIS IS THE LAW	17	13	FIG 'N' WHISTLE	
	10:00-10:30	THE NATURE OF THINGS (Recycling)	8	15	IRONSIDE (Repeat)	
	10:30-11:00	MAN ALIVE	4			
S-5	11:00-11:20	* CBC NEWS	13	9	CTV NEWS	

* Re-scheduled in the East on two occasions.

* Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Wednesday, Thursday, Saturday and Sunday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday, Thursday, Saturday and Sunday data in this table.

- . TAKE THIRTY (weekdays 3:00-3:30 pm) had an average index of enjoyment of 81 this week for its five programs. The Monday interview with British author John Braine rated an index of 77, the remaining four broadcasts had indices in the slightly higher 81-84 range. These included: on Friday, a magazine show discussing advertising aimed at children, the Canadian Conference on the Arts and meatless eating; on Tuesday, a repeat report on last summer's 'Parents Without Partners' convention; on Wednesday, an in-depth analysis of human anger; and on Thursday, a 'See Canada First' visit to Calgary's 'Heritage Park'. The average day audience to 'Take Thirty' this week was 3 per cent, the cumulative audience over the five-day period, 7 per cent.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/22

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 13-19, 1972

THIS WEEK

Special network programming this week included three Hockey Playoff games, a documentary based on the life of Vincent Van Gogh, a 'World Championship Tennis' match and a repeat of the 'To See Ourselves' drama titled 'Postcard'. Due to late notice of scheduling, no information is available for the two last-named broadcasts. Nor, because of changes in scheduling, is there any data this week for the regular 'Nature Of Things' and 'Sports Week' programs. The week also marked the return of the Sunday afternoon 'Audubon Wildlife Theatre' series.

The many regular CBC programs pre-empted throughout the country this week included 'Front Page Challenge', 'Countrytime', 'World Of Music', 'Mary Tyler Moore', 'Tuesday Night', 'Carol Burnett', 'Norman Corwin Presents', 'Bandwagon' and 'Arts '73'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- Wednesday at 10:30-11:00 pm brought the final episode of the National Film Board series dealing with contemporary French Canada, ADIEU ALOUETTE. Titled 'The Quiet Revolution', the program was a follow-up of last week's profile of the Quebec daily newspaper 'Le Devoir'. In particular, this week's program highlighted some of the headline stories and issues that have given world recognition to this small metropolitan daily. At 4 per cent, the audience was too small to allow calculation of an index of enjoyment for this final broadcast. However, as a whole, the series has never been more than moderately well received with enjoyment indices for most individual editions ranging from a low of 44 to a high of 69. The complete audience record for the series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Jan. 3	A study of the changing role of the Roman Catholic church in Quebec.	4	69
Jan. 10	Portrait of comedian Yvon Deschamps	5	49
Jan. 24	Novelist Roch Carrier	5	67
Feb. 7	Portrait of chansonnier Gilles Vigneault (10:00-11:00 pm)	6	47
Feb. 14	Profile of the WHA's 'Les Nordiques de Quebec' hockey team.	5	51
Feb. 28	A look at Quebec's film industry	4	50
Mar. 7	Gourmet dining in Quebec	5	68
Mar. 14	Quebec youth and their efforts towards social change	4	53
Mar. 21	Quebec theatre	5	44
Mar. 28	French Canadian women in Quebec - their situation and struggle for equal rights.	4	60

continued...

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 13-19, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ NHL HOCKEY PLAYOFF	Tue. 8:00-11:25	50	88
+ NHL HOCKEY PLAYOFF	Thu. 8:00-10:50	47	86
+ NHL HOCKEY PLAYOFF	Sat. 8:00-11:15	46	88
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	31	85
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	29	79
CANNON (Repeat)	Mon. 8:30- 9:30	28	78
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	26	79
MASH (Repeat)	Fri. 8:00- 8:30	22	81
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	21	77
TOMMY HUNTER	Fri. 9:00-10:00	19	82
JULIE ANDREWS (Repeat)	Sun. 8:00- 9:00	19	71
THE BEACHCOMBERS (Repeat)	Sun. 7:00- 7:30	18	71
FLIP WILSON (Repeat)	Wed. 9:00-10:00	16	74
THIS IS THE LAW	Mon. 9:30-10:00	16	79
* CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
EDGE OF NIGHT	M-F 3:30- 4:00	11	87
+ EXPOS BASEBALL	Sat. 2:00- 5:00	11	82
CBC WEEKEND	Sun. 10:00-11:00	9	79
'VINCENT THE DUTCHMAN' (Van Gogh)	Wed. 8:00- 9:00	9	58
'THE VETERAN AND THE LADY' (Repeat)	Sun. 9:00-10:00	8	74
FAMILY COURT	M-F 4:00- 4:30	7	80
MAN ALIVE	Mon. 10:30-11:00	6	78
AUDUBON WILDLIFE THEATRE (Repeat)	Sun. 5:00- 5:30	5	88
TAKE THIRTY	M-F 3:00- 3:30	4	88
ADIEU ALOUETTE	Wed. 10:30-11:00	4	\$
* PROVINCIAL AFFAIRS	Sat. 11:30-11:36	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	2	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	1	\$

+ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Apr. 11	"Le Devoir" newspaper - part one	2	no data
Apr. 18	"Le Devoir" newspaper - part two	4	no data

- AUDUBON WILDLIFE THEATRE this week made its first appearance in the Sunday 5:00-5:30 pm slot. The opening program, 'River Of Grass', was a repeat of a documentary on the wildlife of the Florida everglades. Typical of the series in general, this week's broadcast was very well received with an audience enjoyment index of 88. The size of the audience was 5 per cent - significantly bigger than the 2 per cent audience maintained in this same Sunday afternoon slot by the just-completed 'Music To See' series.
- HYMN SING, which follows in the Sunday 5:30-6:00 pm slot on the metronet and on some CBC affiliated stations, continues each week to be much enjoyed (average index 84) by the great majority of those who watch it. This week's program, which had the usual index of 84, drew an 8 per cent audience - about the same size of audience that the series has attracted throughout the current season.
- This week's program in the 'Sunday At Nine' (9:00-10:00 pm) slot was a repeat of last November's THE VETERAN AND THE LADY, a play by Charles Israel about two lonely elderly people who fall in love after being unwillingly brought together. On both occasions the drama got its most enthusiastic response from viewers in the 50 and over age group but was also fairly well received by its audience as a whole. At 74, the enjoyment index for the repeat broadcast was just 4 points lower than that for the original presentation and still well above the usual 58-59 enjoyment level of one-occasion CBC drama productions. The size of the audience to this week's 'The Veteran and The Lady' was 8 per cent - about the same size of audience as was attracted to three of the preceding six 'Purple Playhouse' dramas but smaller than the audiences of most other 'Sunday At Nine' programs this season.
- WEEKEND (Sunday 10:00-11:00 pm) this week featured an Oxford-style debate of the motion that "Canada's economic and cultural problems will result in economic and political unity with the United States". Former U.S. undersecretary of State George Ball was the principal speaker for the motion; N.D.P. Leader David Lewis, its main opposition. With a fairly typical 'Weekend' audience

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 13-19, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	21	87
HYMN SING	Sun. 5:30- 6:00	8	84
SINGALONG JUBILEE	Wed. 7:30- 8:00	8	81
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	93
* ALAN HAMEL COMEDY BAG (Repeat)	Sat. 7:00- 7:30	3	\$
* UPDATE	Sat. 6:00- 6:30	3	\$
PROGRAM X ('Ava Luna')	Fri. 10:00-10:30	3	\$
* VIEWPOINT	M-F 11:22-11:29	3	76
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	82
TOMMY BANKS (Repeat)	Fri. 10:30-11:00	3	\$
**REPLAY	Sat. 6:30- 7:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
* KLAHANIE	Sat. 1:30- 2:00	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	14	78
* MAUDE (Repeat)	Thu. 7:30- 8:00	9	79
* GET SMART	M-F 5:30- 6:00	8	77
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	77
<u>CTV PROGRAM</u>			
SONNY AND CHER (Repeat)	Fri. 7:30- 8:30	16	80
+ A TOUCH OF GRACE	Sun. 9:30-10:00	15	89
FRIDAY NIGHT MOVIE ('Etude In Black - Columbo') (Repeat)	Fri. 8:30-10:00	15	79
+ MANNIX (Repeat)	Sun. 8:30- 9:30	14	78
F.B.I. (Repeat)	Fri. 10:00-11:00	13	78
WEDNESDAY NIGHT MOVIE ('To Steal A King- Banacek') (Repeat)	Wed. 8:00- 9:30	13	77
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	12	83
+ PAUL LYNDE (Repeat)	Tue. 7:00- 7:30	12	83
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	12	76
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	12	80
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	12	77
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	11	73
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	78
ACADEMY PERFORMANCE ('The Hired Hand') (Repeat)	Sat. 8:00-10:00	9	66
MARCUS WELBY M.D. (Repeat)	Tue. 10:00-11:00	9	81
SEARCH	Tue. 8:00- 9:00	9	80
+ LITTLE PEOPLE (Repeat)	Thu. 7:30- 8:00	9	85
'THE ATLANTIC'	Sun. 7:30- 8:30	8	76
ANOTHER WORLD	M-F 3:00- 3:30	8	88
CTV NATIONAL NEWS	S-S 11:00-11:20	8	82
+ GEORGE (Repeat)	Thu. 7:00- 7:30	8	79
ROLLIN' (Repeat)	Mon. 7:30- 8:00	8	78
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	7	79
+ CIRCLE OF FEAR (Repeat)	Thu. 10:00-11:00	7	72
W5	Sun. 10:00-11:00	7	73
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	81
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	72
SOMERSET	M-F 2:30- 3:00	5	85
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	5	58
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	85
IAN TYSON	Tue. 9:30-10:00	5	72
HERE COME THE SEVENTIES	Thu. 9:30-10:00	4	61
△+ CHALLENGING SEA	Sun. 5:00- 5:30	4	85
+ SPORTS BEAT '73	Wed. 10:30-11:00	3	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

△ Re-scheduled and joined-in-progress on CFCF (Montreal) and CFTO (Toronto).

\$ Sample too small for reliable reporting of enjoyment level.

of 9 per cent, the broadcast was very well received, the index of audience enjoyment being 79 - a full 6 points above average for the series this season.

- This week's program in the Wednesday 8:00-9:00 pm slot was VINCENT THE DUTCHMAN, a dramatic documentary produced for the BBC that focuses on the last years in the life of 19th century artist Vincent Van Gogh. Though a substantial one-third of those who watched the program rated it as one they had enjoyed "very much", the large majority of viewers were much less favourably impressed, the resultant enjoyment index for the audience as a whole being just 58. The size of the audience to 'Vincent The Dutchman' was 9 per cent - just half as big as the audience to the 'Wild Country' program that ran in this same 8:00-9:00 pm slot last Wednesday but in line with audiences to many other Wednesday night specials broadcast at about this same hour this season.
- TAKE THIRTY (weekdays 3:00-3:30 pm) had a specially favourable audience reception this week. The index for Thursday's repeat visit to 'Upper Canada Village' was 84, that for each of the four remaining editions, 88-89. The content of these latter four programs: on Friday, an examination of children's rights; on Monday and Tuesday, a two-part study of breast cancer and of the effects and alternatives to radical mastectomy; and on Wednesday, a magazine-type program discussing rising food prices, junk mail and noise. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five days, 9 per cent.
- Broadcast in its usual Friday 10:00-10:30 pm slot on the metronet and on some CBC affiliated stations, PROGRAM X this week drew a somewhat-below-usual audience of 3 per cent. With this low level of viewing, no information is available on viewers reaction to this week's broadcast - a dramatized version of the George Faludy poem 'Ava Luna' which had actor Barry Morse play a variety of historical characters.
- At 10:30-11:00 pm on Monday MAN ALIVE featured an interview with Bruce McLeod, newly-named moderator of the United Church of Canada. In conversation with series host Roy Bonisteel, Dr. McLeod expressed his views on the "new morality", family life and the role of the Church in contemporary society. In line with audience reactions to most 'Man Alive' programs this season, the broadcast was very well received with an enjoyment index of 78 (previous index range for the series, 60-87). The

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 13-19, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 13th	7:00- 7:30	Local Programming	13	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network	17	SONNY AND CHER (Repeat)
	8:00- 8:30	MASH (Repeat)	22	
	8:30- 9:00	ALL IN THE FAMILY (Repeat)	30	FRIDAY NIGHT MOVIE ('Etude In Black-Columbo') (Repeat)
	9:00- 9:30	TOMMY HUNTER	18	
	9:30-10:00			
	10:00-10:30	Not Complete Network	14	F.B.I. (Repeat)
	10:30-11:00			
SUN 15th	7:00- 7:30	THE BEACHCOMBERS (Repeat)	18	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	21	'THE ATLANTIC'
	8:00- 8:30	JULIE ANDREWS (Repeat)	18	
	8:30- 9:00			+ MANNIX (Repeat)
	9:00- 9:30	'THE VETERAN AND THE LADY' (Repeat)	8	
	9:30-10:00			+ A TOUCH OF GRACE
	10:00-10:30	CBC WEEKEND	9	W5
	10:30-11:00			
MON 16th	7:00- 7:30	Local Programming	12	+ DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network	9	ROLLIN' (Repeat)
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	28	Local Programming
	8:30- 9:00	CANNON (Repeat)	28	+ MEDICAL CENTER (Repeat)
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	16	PIG 'N' WHISTLE
	10:00-10:30	NATURE OF THINGS (Acupuncture) (Repeat)	#	'OF MEN AND WOMEN' (drama)
	10:30-11:00	MAN ALIVE	6	
WED 18th	7:30- 8:00	Not Complete Network		Not Complete Network
	8:00- 8:30	'VINCENT THE DUTCHMAN' (Van Gogh)	9	WEDNESDAY NIGHT MOVIE ('To Steal A King'-Banacek')
	8:30- 9:00			
	9:00- 9:30	FLIP WILSON (Repeat)	16	+ JASON KING
	9:30-10:00			
	10:00-10:30	TO SEE OURSELVES ('Postcard') (Repeat)	#	
	10:30-11:00	ADIEU LOUETTE	3	+ SPORTS BEAT '73
S-S	11:00-11:20	* CBC NEWS	14	9 CTV NEWS

* Re-scheduled in the East on Tuesday and Saturday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Thursday and Saturday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Thursday and Saturday data in this table.

size of the audience to Monday's program was 6 per cent - about the same size as weekly audiences to the series since the beginning of March but somewhat smaller than the season's peak 'Man Alive' audiences of 8-10 per cent.

- . There were three HOCKEY PLAYOFF games this week. Broadcast live from 8:00 pm eastern time on Saturday, Tuesday and Thursday, the first, second and third games of the Montreal-Philadelphia semi-final series drew large audiences of 46-50 per cent. Each of these three contests was also very well received with an audience enjoyment index of 86-88.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/23

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 20-26, 1973

THIS WEEK

Special programming on the network this week included two hockey playoffs, the first segment of the movie 'War and Peace', a 'Vacation Canada' program titled 'This Land, Have You Seen It', another repeat of the 'Meeting Point' documentary on Jerusalem, and highlights of the Canadian Volleyball, International Badminton, and World Tennis Championships. The network also presented 'Quebec: Prospects '73', the NFB film 'With Drums and Trumpets', and a repeat of a 'To See Ourselves' drama; because of insufficient advance notice of scheduling, however, no audience information is available for these three broadcasts. Nor, for the same reason, is there any data this week for the regular 'Youth Confrontation' and 'Encounter' programs.

Regular CBC programs pre-empted throughout the country this week were: 'Mash', 'All In The Family', 'World Of Music', 'Time To Remember', 'Medical Explorers', 'Sports Week', 'Audubon Wildlife Theatre', 'The Nature Of Things', 'Mary Tyler Moore', 'Tuesday Night', and 'Arts '73'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . Again this week the biggest audiences went to the HOCKEY PLAYOFFS. On Sunday afternoon (3:00-6:05 pm eastern time) CBC coverage of the fourth semi-final game between Montreal and Philadelphia drew a national audience of 27 per cent. Adding to this those people who chose to watch it on a U.S. or (Toronto) CTV station, the total English-station audience to the Easter Sunday game, in Canada, was 35 per cent or some 4.4 million adults and teenagers. The size of the CBC audience to Tuesday's (8:00-11:00 pm) fifth game of the series was 50 per cent - about the same size of audience that was attracted to each of the first three of these Montreal-Philadelphia contests all of which were also evening games beginning at 8:00 pm EST and available only on the CBC network. Both of this week's playoffs were much enjoyed by those who watched them - indices a high 85-86.
- . FRONT PAGE CHALLENGE, normally broadcast on Tuesdays, this week was moved to the Saturday 8:00-8:30 pm slot to accommodate the hockey playoffs. The result was an audience of 12 per cent - only about two-thirds as big as the usual Tuesday night audience to the series. Nonetheless, this week's edition (headlining the 1930 beginning of daytime radio dramas and the celibacy issue discussed at the 1971 Synod of Bishops) rated an index of 81 - about equal to the enjoyment norm for this season's 'FPC' programs.
- . Immediately following this at 8:30-10:30 pm the metronet and most CBC affiliated stations carried the first of four instalments of the Russian-produced film version of Tolstoy's epic novel WAR AND PEACE. A relatively small Saturday night audience of 13 per cent watched some part of the two-hour broadcast but even this audience was greatly reduced (by about one-third) before the program ended. With many viewers apparently having great difficulty following the story, overall audience reaction to this first segment of the movie was not very enthusiastic. Though some six out of ten viewers rated it a program they had enjoyed either "very much" or "quite a bit", the counterweight of less favourable opinion resulted in a rather low overall audience enjoyment index of 58.
- . Making its final appearance in the Sunday 8:00-9:00 pm slot, JULIE ANDREWS this week presented a repeat of a program shown earlier this season. The size of the audience to the Easter Sunday broadcast was 18 per cent - substantially smaller than audiences (in the 20-24

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 20-26, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ NHL HOCKEY PLAYOFF	Tue. 8:00-11:00	50	86
CANNON (Repeat)	Mon. 8:30- 9:30	28	80
NHL HOCKEY PLAYOFF	Sun. 3:00- 6:05	27	85
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	27	78
* ⚡ THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:06- 7:00	27	84
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	20	79
FLIP WILSON (Repeat)	Wed. 9:00-10:00	19	76
JULIE ANDREWS (Repeat)	Sun. 8:00- 9:00	18	75
⚡ THE BEACHCOMBERS (Repeat)	Sun. 7:00- 7:30	18	72
CAROL BURNETT (Repeat)	Thu. 8:00- 9:00	18	70
THIS IS THE LAW	Mon. 9:30-10:00	17	74
TOMMY HUNTER	Fri. 9:00-10:00	17	86
CBC NATIONAL NEWS	S-S 11:00-11:21	13	82
FRONT PAGE CHALLENGE	Sat. 8:00- 8:30	12	81
EDGE OF NIGHT	M-F 3:30- 4:00	12	87
'VACATION CANADA'	Wed. 8:00- 9:00	12	83
COUNTRYTIME	Sat. 10:30-11:00	9	80
CBC WEEKEND	Sun. 10:00-11:00	9	79
MAN ALIVE	Mon. 10:00-11:00	7	73
THE PURPLE PLAYHOUSE - 'Ticket-Of-Leave-Man'	Sun. 9:00-10:00	7	59
FAMILY COURT	M-F 4:00- 4:30	6	81
'MEETING POINT' (Repeat)	Fri. 8:00- 9:00	5	75
* CANADIAN VOLLEYBALL CHAMPIONSHIPS	Sat. 2:00- 3:30	4	67
TAKE THIRTY	M-F 3:00- 3:30	4	81
‡ WORLD CHAMPIONSHIP TENNIS	Sat. 4:00- 5:00	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
* BADMINTON INTERNATIONAL	Sat. 3:30- 4:00	2	\$

+ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas.

⚡ Joined-in-progress in some areas.

‡ Not telecast in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

per cent range) that the series has been attracting since January and only about two-thirds as big as pre-Christmas 'Julie Andrews' audiences of 25-28 per cent. Even these early season audiences, however, fall far short of the average 35 per cent audience that 'Flip Wilson' had in this same Sunday slot last season. With no decline in audience enjoyment from its original showing, this week's repeat program (featuring Jim Nabors, Eydie Gorme and Maria Von Trapp) rated an index of 75 - about average for the series as a whole.

- . This week's seventh program of the 'Sunday At Nine' (9:00-10:00 pm) 'Purple Playhouse' series was TICKET-OF-LEAVE-MAN, an adaptation of a Tom Taylor play about a convicted but innocent man's attempts to rehabilitate himself into society following his release from prison. At 59, the index of audience enjoyment for the broadcast was about average for a one-occasion CBC drama production and average also for the 'Purple Playhouse' series to date. The size of the audience to 'Ticket-Of-Leave-Man' was 7 per cent - slightly below average for this Victorian drama series and just half as big as the audience to 'Dracula', the biggest audience attraction in the 'Purple Playhouse' series to date.
- . Returning to its regular magazine format, WEEKEND (Sunday 10:00-11:00 pm) this week included: a visit with a child stigmatic, comment on the stigmatic phenomenon by two medical specialists, a report on a police raid of a campsite occupied by a group of Ottawa school children, a look at Saskatoon's physical fitness program, a report on the effects of mercury pollution on the Indian population of Northwestern Ontario, and a look at food co-ops as a means of fighting rising food prices. With viewing, at the 9 per cent level, being unchanged from the last two weeks, the broadcast rated an audience enjoyment index of 79 - 6 points above average for the series this season.
- . At 8:00-9:00 pm on Friday, the regular 'Mash' and 'All In The Family' programs were pre-empted for a repeat showing of MEETING POINT, a documentary on the ancient and religious city of Jerusalem. With audience reaction to the broadcast being much the same as it was on its February 5 appearance on 'Man Alive', the index of enjoyment for the audience as a whole was 75. At 5 per cent, the Good Friday audience to 'Meeting Point' was, of course, far smaller than the usual Friday audiences to the two pre-empted programs.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: APRIL 20-26, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	21	86
'WAR AND PEACE' - Part 1	Sat. 8:30-10:30	13	58
SINGALONG JUBILEE	Wed. 7:30- 8:00	7	80
* HYMN SING	Sun. 2:30- 3:00	6	87
ALAN HAMEL COMEDY BAG (Repeat)	Sat. 7:00- 7:30	4	54
TOMMY BANKS	Fri. 10:30-11:00	4	76
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	91
PROGRAM X ('A Predicament')	Fri. 10:00-10:30	3	\$
UPDATE	Sat. 6:00- 6:30	3	\$
VIEWPOINT	M-F 11:22-11:29	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
REPLAY	Sat. 6:30- 7:00	2	\$
KLAHANIE	Sat. 1:30- 2:00	2	\$
BANDWAGON (Repeat)	Thu. 9:30-10:00	2	\$
CORWIN PRESENTS	Thu. 9:00- 9:30	2	\$
△ * DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
* ‡ THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:06- 7:00	15	82
MAUDE (Repeat)	Thu. 7:30- 8:00	10	79
* GET SMART	M-F 5:30- 6:00	9	76
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	6	79
<u>CTV PROGRAMS</u>			
SONNY AND CHER (Repeat)	Fri. 7:30- 8:30	20	80
FRIDAY NIGHT MOVIE ('The Six Million Dollar Man')	Fri. 8:30-10:00	18	74
+ A TOUCH OF GRACE (Repeat)	Sun. 9:30-10:00	15	83
+ THE STREETS OF SAN FRANCISCO	Thu. 8:00- 9:00	15	80
WEDNESDAY NIGHT MOVIE ('Madigan')	Wed. 8:00- 9:30	15	72
+ MANNIX (Repeat)	Sun. 8:30- 9:30	13	80
+ F.B.I. (Repeat)	Fri. 10:00-11:00	13	76
ACADEMY PERFORMANCE ('Dr. Dolittle')	Sat. 7:00-10:00	13	72
+ PAUL LYNDE (Repeat)	Tue. 7:00- 7:30	12	80
IRONSIDE (Repeat)	Mon. 10:00-11:00	12	82
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	12	80
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	77
+ LITTLE PEOPLE (Repeat)	Thu. 7:30- 8:00	11	82
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	10	83
+ GEORGE (Repeat)	Thu. 7:00- 7:30	10	73
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	10	76
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	10	84
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	10	64
ANOTHER WORLD	M-F 3:00- 3:30	9	90
+ CIRCLE OF FEAR (Repeat)	Thu. 10:00-11:00	9	76
SEARCH (Repeat)	Tue. 8:00- 9:00	9	82
CTV NATIONAL NEWS	S-S 11:00-11:20	9	82
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	79
+ JASON KING	Wed. 9:30-10:30	8	70
HERE COME THE SEVENTIES	Thu. 9:30-10:00	8	66
ROLLIN'	Mon. 7:30- 8:00	7	75
ANYTHING YOU CAN DO	M-F 4:00- 4:30	7	69
'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Part 7) (Repeat)	Sun. 7:30- 8:30	7	74
W5	Sun. 10:00-11:00	6	69
SOMERSET	M-F 2:30- 3:00	6	85
WIDE WORLD OF SPORTS	S t. 4:30- 6:00	6	80
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	85
IAN TYSON	Tue. 9:30-10:00	5	68
+ SPORTS BEAT '73	Wed. 10:30-11:00	4	73
* + CHALLENGING SEA	Sun. 5:00- 5:30	3	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

‡ Joined-in-progress in some areas.

△ Pre-empted in some areas

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- TAKE THIRTY (weekdays 3:00-3:30 pm) had another generally favourable reception this week, the average index for the five broadcasts being 81. An index of 78-79 was attained by both the Wednesday analysis of the human emotion fear and by Thursday's 'See Canada First' visit to Edmonton's Storyland Zoo and Alberta Game Farm. None of the three remaining 'Take Thirty' programs had an audience quite big enough to allow calculation of an index of enjoyment. The content of these latter programs: on Friday and Monday respectively, filmed-in-England interviews with authors Rev. Trevor Huddleston and Lady Elizabeth Longford, and on Tuesday, a program of 'man-on-the-street' interviews in which Torontonians were queried about the "heroes" in their lives. The average day audience to 'Take Thirty' this week was 4 per cent, the cumulative audience over the five-day period, 8 per cent.
- On Monday at 10:00 pm MAN ALIVE presented an hour-long profile of Pope John XXIII, patriarch of the Roman Catholic Church from 1958 to his death in 1963. The broadcast, titled 'Giovanni', included comment on Pope John by various churchmen and also discussed the late pontiff's programs of Church reform and his role in convening the Second Vatican Council that involved Christian churches from around the world. Widely regarded by those who watched it as a clearly presented broadcast that had been well worth seeing, the program rated an enjoyment index of 73 - about average for a 'Man Alive' program this season. The audience too, at 7 per cent, was about average for the 'Man Alive' series this season.
- At 8:00-9:00 pm on Wednesday the network presented a VACATION CANADA special titled 'This Land, Have You Seen It?' The audience was 12 per cent - about equal in size to the peak audience of the 'This Land' series which occupied the 8:00-8:30 pm Wednesday slot throughout most of the season but only about two-thirds as big as that attracted, at the same hour, two weeks previously to the last of five 'To The Wild Country' specials. Though very well received, this 'Vacation Canada' broadcast (which took viewers, by air, rail and water, on a whirlwind tour of Canada) also failed to reach the specially high level of enjoyment that was maintained by this 'Wild Country' series - index of audience enjoyment 83 as against indices of 89-92. Typically, viewers of Wednesday's 'Vacation Canada' very much enjoyed seeing the Canadian scenery but, additionally, many were highly appreciative of the opportunity the program provided them to see those parts of Canada, particularly in the North, that they had not visited or knew very little about.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 20-26, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 20th	7:00- 7:30	Local Programming	12	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network		
	8:00- 8:30		21	SONNY AND CHER (Repeat)
	8:30- 9:00	'MEETING POINT' (Repeat)	5	
	9:00- 9:30		19	FRIDAY NIGHT MOVIE ('The Six Million Dollar Man')
	9:30-10:00	TOMMY HUNTER	16	
	10:00-10:30	Not Complete Network		
SAT 21st	10:30-11:00		13	F.B.I. (Repeat)
	7:00- 7:30	Not Complete Network		
	7:30- 8:00	Local Programming		
	8:00- 8:30	FRONT PAGE CHALLENGE	12	
	8:30- 9:00		13	ACADEMY PERFORMANCE ('Dr. Dolittle')
	9:00- 9:30	Not Complete Network		
	9:30-10:00			
SUN 22nd	10:00-10:30			Local Programming
	10:30-11:00	COUNTRYTIME	9	
	7:00- 7:30	THE BEACHCOMBERS	17	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	20	
	8:00- 8:30		7	'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Repeat)
	8:30- 9:00	JULIE ANDREWS	18	
	9:00- 9:30	THE PURPLE PLAYHOUSE		
MON 23rd	9:30-10:00	'Ticket-Of-Leave-Man'	6	+ MANNIX (Repeat)
	10:00-10:30		16	+ A TOUCH OF GRACE (Repeat)
	10:30-11:00	CBC WEEKEND	8	
	7:00- 7:30	Local Programming	11	+ DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network	8	ROLLIN'
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	26	Local Programming
	8:30- 9:00	CANNON (Repeat)	28	+ MEDICAL CENTER (Repeat)
WED 25th	9:00- 9:30		11	
	9:30-10:00	THIS IS THE LAW	17	PIG 'N' WHISTLE
	10:00-10:30	MAN ALIVE	7	13
	10:30-11:00			13
	7:30- 8:00	Not Complete Network		Not Complete Network
	8:00- 9:30			
	8:30- 9:00	'VACATION CANADA'	11	
THU 26th	9:00- 9:30	FLIP WILSON (Repeat)	19	15
	9:30-10:00			WEDNESDAY NIGHT MOVIE ('Madigan')
	10:00-10:30	TO SEE OURSELVES ('Matcha Gonna Do, Boy ? etc.') (Repeat)	8	9
	10:30-11:00	'QUEBEC: PROSPECTS '73'	8	4
	7:00- 7:30	Local Programming	11	+ GEORGE (Repeat)
	7:30- 8:00	Not Complete Network	12	+ LITTLE PEOPLE (Repeat)
	8:00- 8:30	CAROL BURNETT (Repeat)	17	16
FRI 27th	8:30- 9:00			+ THE STREETS OF SAN FRANCISCO
	9:00- 9:30			11
	9:30-10:00			GEORGE KIRBY (Repeat)
	10:00-10:30	Not Complete Network		8
	10:30-11:00			HERE COME THE SEVENTIES
	11:00-11:20			9
				+ CIRCLE OF FEAR (Repeat)
S-S	11:00-11:20	CBC NEWS	13	9
				CTV NEWS

‡ Joined-in-progress in the Atlantic regions.

+ Not carried (on this day and at this time) on all CTV stations.

ø Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday evening this week plus the resultant re-scheduling of other programs on this evening, prevents the inclusion of Tuesday data in this table.

- Following this, in its new 9:00-10:00 pm Wednesday slot, FLIP WILSON attracted a 19 per cent audience - up 3 percentage points over the viewing level reached by last Wednesday's program but much smaller than the 28 per cent audience that the 'Wilson' series maintained throughout the earlier months of the season in the Tuesday 8:30 pm slot. The index of audience enjoyment for this week's repeat show was 76 - about equal to the enjoyment norm of the 'Flip Wilson' series.

CBC Research
Ottawa

A CBC RESEARCH REPORT

TV/73/24

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: APRIL 27-MAY 3, 1973

THIS WEEK

In addition to regular programming, the network this week provided coverage of three Hockey Playoff games and of U.S. President Nixon's speech regarding the Watergate incident. Other special programming this week included the second segment of the movie 'War and Peace', the season's fourth 'Wayne and Shuster Comedy', and a 'Canadian Sports Report'. Both the Presidential address and the sports broadcast were scheduled too late to be included in the panel study. Nor, because of changes in scheduling, is there any data this week for the regular 'Youth Confrontation' and 'Mary Tyler Moore' programs. The week also marked the debut of the seven-part 'Strauss Family' series.

The many regular CBC programs pre-empted throughout the country this week included 'Sports Week', 'World Of Music', 'Time To Remember', 'Medical Explorers', 'Audubon Wildlife Theatre', 'Partridge Family', 'The Nature Of Things', 'Tuesday Night', 'Carol Burnett', 'Bandwagon', and 'Arts '73'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- On Sunday at 8:00-9:00 pm, the network presented the fourth WAYNE AND SHUSTER COMEDY SPECIAL of the season. At 29 per cent, the audience was significantly bigger than the 22-24 per cent audiences of the last two 'W & S' shows which ran one hour later in the 'Sunday At Nine' slot, but still slightly smaller than the audience (31 per cent) that was attracted to the Sunday September 10 edition, also at 9:00 pm. Attaining the same level of audience enjoyment as each of these three preceding 'Wayne and Shuster' comedies, this week's broadcast rated an index of 73.
- Sunday of this week marked the debut of THE STRAUSS FAMILY. Filmed in Vienna and in London, the seven-part musical biography recreates the triumphs, tragedies and intrigues of the Johann Strauss family from the 1824 public recognition of Strauss Sr. to the death, in 1889, of Johann Jr. Starring are Eric Woofe, Anne Stallybrass, Stuart Wilson, Derek Jacobi and Barbara Ferris. With more than half of those who watched the 90-minute (9:00-10:30 pm) opening episode having rated it a program they had enjoyed "very much", the broadcast had an overall audience enjoyment index of 74 - just slightly below average for network programs in general. The size of the audience to this week's 'Strauss Family' was 19 per cent - bigger by some 6 percentage points than the average audience to one-hour 'Sunday At Nine' programs this season.
- This week's half-hour edition of WEEKEND (Sunday 10:30-11:00 pm) consisted of three items - comment by former Toronto Marlboro hockey player Jack Chipchase about the difficulties of making the professional hockey circuit, a poem titled 'The Kitchen' expressing a housewife's view of the kitchen as a prison, and a report on the unfolding Watergate scandal. The audience was 8 per cent, the enjoyment index 71 - both slightly below average for the series this season.
- Making its second appearance in the Saturday 8:30-10:30 pm slot on the metronet and on most CBC affiliate stations,

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: APRIL 27-MAY 3, 1973

PROGRAM		DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+	NHL HOCKEY PLAYOFF	Thu. 8:30-11:20	51	87
+	NHL HOCKEY PLAYOFF	Tue. 8:00-10:44	50	85
+	NHL HOCKEY PLAYOFF	Sun. 3:19- 6:05	33	85
	ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	31	86
	THE WAYNE AND SHUSTER COMEDY SPECIAL	Sun. 8:00- 9:00	29	73
† *	THE WONDERFUL WORLD OF DISNEY	Sun. 6:06- 7:00	27	85
*	CANNON (Repeat)	Mon. 8:00- 9:00	27	79
	MASH (Repeat)	Fri. 8:00- 8:30	22	82
	ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	21	79
†	THE BEACHCOMBERS (Repeat)	Sun. 7:00- 7:30	19	72
	THE STRAUSS FAMILY (Part 1)	Sun. 9:00-10:30	19	74
	TOMMY HUNTER	Fri. 9:00-10:00	19	83
*	THIS IS THE LAW	Mon. 9:30-10:00	17	75
+	EXPOS BASEBALL	Wed. 8:00-10:39	15	74
*	CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
	FRONT PAGE CHALLENGE	Sat. 8:00- 8:30	14	82
	EDGE OF NIGHT	M-F 3:30- 4:00	12	88
	COUNTRYTIME	Sat. 10:30-11:00	10	78
	CBC WEEKEND	Sun. 10:30-11:00	8	71
*	MAN ALIVE	Mon. 10:00-11:00	8	77
+	MAJOR LEAGUE BASEBALL	Sat. 2:00- 5:51	7	71
	FAMILY COURT	M-F 4:00- 4:30	6	78
	TAKE THIRTY	M-F 3:00- 3:30	4	84
*	COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
	PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
	NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:15-11:21	3	\$

† Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

† Joined-in-progress in some areas.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.

WAR AND PEACE this week drew virtually the same size of audience (12 per cent) as it did the week before (13 per cent). There was, however, a considerable improvement in overall audience reaction to the Russian-produced movie this week. With fewer viewers apparently having difficulty in following the story, and a smaller proportion of the audience (approximately one-fifth as opposed to one-third) leaving the film before the segment had ended, this second instalment rated an audience enjoyment index of 70 as against the low 58 for the introductory 'War and Peace' broadcast.

- . There were three HOCKEY PLAYOFF games this week. Equalling the audiences of most other evening playoff competitions this season, the Tuesday (8:00-10:44 pm EDT) and Thursday 8:30-11:20 pm EDT) coverage of the second and third games of the Chicago-Montreal series each drew an audience of 50-51 per cent. These two games were available only on the CBC network while the preceding Sunday afternoon playoff (at 3:19-6:05 pm eastern time) was also broadcast on the NBC network and on the Toronto CTV station. The CBC audience to this first Chicago-Montreal final was 33 per cent, the total English-station audience to the game, in Canada, 38 per cent. All three of this week's games were very well received by those who watched, indices of enjoyment 85-87.
- . This week, for the third consecutive time, the audience to PROGRAM X (Friday 10:00-10:30 pm on the metronet and on some CBC affiliated stations) was too small (3 per cent) to provide a reliable indication of viewer enjoyment of the broadcast. On this occasion, the drama was 'Crash Diet', about two Russian truck drivers one of whom develops a unique plan to gain weight and wealth while the other slowly starves.
- . Marking the 25th anniversary of the State of Israel, MAN ALIVE (Monday 10:00-11:00 pm but one hour earlier in the Atlantic region) this week presented a special hourlong film on Jewish identity. The documentary, titled 'The Chosen People' and filmed at various locations throughout Israel, discussed the survival of the Jewish race through 5000 years of persecution, compared the life of ultra-Orthodox and Reform congregations and examined some of the problems facing today's Jews. With many viewers rating it a program that had been well worth watching, one that had given them a much better understanding of the traditions and way of life of the Israeli people, the broadcast rated an audience enjoyment index of 77 - 3 points above average for the series. The audience, at 8 per cent, was also slightly bigger than the usual 'Man Alive' audience this season.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: APRIL 27-MAY 3, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	17	87
'WAR AND PEACE' (Part 2)	Sat. 8:30-10:30	12	70
* SINGALONG JUBILEE	Wed. 7:30- 8:00	8	81
* HYMN SING	Sun. 2:30- 3:00	7	87
TOMMY BANKS	Fri. 10:30-11:00	4	\$
ALAN HAMEL COMEDY BAG (Repeat)	Sat. 7:00- 7:30	4	\$
PROGRAM X ('Crash Diet')	Fri. 10:00-10:30	3	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	93
* VIEWPOINT	M-F 11:22-11:29	2	\$
UPDATE	Sat. 6:00- 6:30	2	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
‡ REPLAY	Sat. 6:30- 7:00	2	\$
‡ KLAHANIE	Sat. 1:30- 2:00	2	\$
* ‡ DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
‡ * THE WONDERFUL WORLD OF DISNEY	Sun. 6:06- 7:00	16	83
* MAUDE (Repeat)	Thu. 7:30- 8:00	10	79
* GET SMART	M-F 5:30- 6:00	9	77
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	78
<u>CTV PROGRAMS</u>			
SONNY AND CHER (Repeat)	Fri. 7:30- 8:30	18	76
FRIDAY NIGHT MOVIE ('Female Artillery')	Fri. 8:30-10:00	15	76
+ ACADEMY PERFORMANCE ('How To Steal An Airplane')	Sat. 8:00-10:00	15	77
WEDNESDAY NIGHT MOVIE ('Cool Million- Assault On Gavloni') (Repeat)	Wed. 8:00- 9:30	15	77
F.B.I. (Repeat)	Fri. 10:00-11:00	14	80
+ MANNIX (Repeat)	Sun. 8:30- 9:30	13	79
* IRONSIDE (Repeat)	Mon. 10:00-11:00	12	80
* + MEDICAL CENTER (Repeat)	Mon. 8:00- 9:00	12	82
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	12	80
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	12	79
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	12	76
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	78
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	11	79
+ THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 8:00- 9:00	10	79
+ JASON KING	Wed. 9:30-10:00	9	69
ANOTHER WORLD	M-F 3:00- 3:30	9	89
CTV NATIONAL NEWS	S-S 11:00-11:20	9	82
+ GEORGE (Repeat)	Thu. 7:00- 7:30	8	78
SEARCH	Tue. 8:00- 9:00	8	77
* + DORIS DAY (Repeat)	Mon. 7:00- 7:30	8	73
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	7	80
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	81
W5	Sun. 10:00-11:00	6	81
+ CIRCLE OF FEAR (Repeat)	Thu. 10:00-11:00	6	73
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	69
ROLLIN' (Repeat)	Mon. 7:30- 8:00	6	72
'THE ST. LAWRENCE'	Sun. 7:30- 8:30	5	59
IAN TYSON (Repeat)	Tue. 9:30-10:00	5	68
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	85
SOMERSET	M-F 2:30- 3:00	5	86
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	5	60
HERE COME THE SEVENTIES (Repeat)	Thu. 9:30-10:00	4	\$
+ CHALLENGING SEA	Sun. 5:00- 5:30	4	\$
+ SPORTS BEAT '73	Wed. 10:30-11:00	3	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

‡ Pre-empted in some areas.

‡ Joined-in-progress in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: APRIL 27-MAY 3, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 27th	7:00- 7:30	Local Programming			13	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network			19	SONNY AND CHER (Repeat)
	8:00- 8:30	MASH (Repeat)	22			
	8:30- 9:00	ALL IN THE FAMILY (Repeat)	31	FRIDAY NIGHT MOVIE ('Female Artillery')		
	9:00- 9:30	TOMMY HUNTER	18			
	9:30-10:00					
	10:00-10:30	Not Complete Network			15	F.B.I. (Repeat)
	10:30-11:00					
SAT 28th	7:00- 7:30	Not Complete Network			12	BRIDGET LOVES BERNIE (Repeat)
	7:30- 8:00	Local Programming			12	POLICE SURGEON (Repeat)
	8:00- 8:30	FRONT PAGE CHALLENGE	14	16	+ ACADEMY PERFORMANCE ('How To Steal An Airplane')	
	8:30- 9:00	Not Complete Network				
	9:00- 9:30					
	9:30-10:00					
	10:00-10:30				Local Programming	
	10:30-11:00	COUNTRYTIME	10			
SUN 29th	7:00- 7:30	# THE BEACHCOMBERS (Repeat)	19	Not Complete Network		
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	21	6	'THE ST. LAWRENCE'	
	8:00- 8:30	THE WAYNE AND SHUSTER COMEDY SPECIAL	29			
	8:30- 9:00			13	+ MANNIX (Repeat)	
	9:00- 9:30	THE STRAUSS FAMILY (Part 1)	19	#	'LADY LUCK'	
	9:30-10:00			7	W5	
	10:00-10:30					
	10:30-11:00	CBC WEEKEND	8			
S-S	11:00-11:20	* CBC NEWS	14	9	CTV NEWS	

‡ Joined-in-progress in the Atlantic regions.

* Broadcast at 11:22-11:43 pm EDT in the East on Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Monday, Tuesday, Wednesday and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Monday, Tuesday, Wednesday and Thursday data in this table.

A CBC RESEARCH REPORT

TV/73/25

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MAY 4-10, 1973

THIS WEEK

Special network programming this week included coverage of the final three Hockey Playoff games, the Kentucky Derby, the third segment of the movie 'War and Peace' and highlights of the recent 'International Badminton' championships. The network also presented highlights of the 'International Diving' competitions, a documentary on 1971 'Derby' and 'Preakness' winner 'Canonero II' and (in place of Wednesday's rained-out 'Expos Baseball' game) the films 'Marrakesh', 'Dragon Hunt', 'The Secret Years of Eldorado' and 'Canoeing In The North Country'; due to insufficient advance notice of scheduling, no audience information is available for any of these programs. Nor, for the same reason, is there any data this week for the regular 'Youth Confrontation' and 'Canadian Sports Report' broadcasts.

Regular CBC programs pre-empted throughout the country this week included 'World Of Music', 'Time To Remember', 'Medical Explorers', 'Audubon Wildlife Theatre', 'Man Alive', 'Mary Tyler Moore', 'Tuesday Night', 'Carol Burnett', 'Bandwagon', and 'Arts '73'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

. The network this week provided live coverage of the final three games of this season's HOCKEY PLAYOFFS. Needless to say, each of these - the fourth, fifth and sixth games in the Montreal-Chicago series - was very much enjoyed by the great majority of those who watched - indices in the 85-89 range. In Canada, the total English-station audience to the Sunday (3:00-5:52 pm EDT) game, which was broadcast on both CBC and U.S. stations, was 36 per cent - about equal in size to the corresponding audiences of the season's two earlier Sunday afternoon playoffs which had the additional exposure of the Toronto CTV station. Then, on Tuesday (8:00-11:00 pm eastern time) and Thursday (8:00-11:30 pm EDT), peak CBC audiences of 59-60 per cent were attracted to the concluding two Montreal-Chicago games - substantially bigger than the audiences (of about 50 per cent) attracted to preceding evening playoff competitions this season.

. The PURPLE PLAYHOUSE series of Victorian dramas which on its seven previous occasions ran in the 'Sunday At Nine' slot, this week made its eighth and final appearance one hour earlier at 8:00-9:00 pm. With a 9 per cent audience, 'Mrs. Dane's Defence' - about a woman's fight to disprove the malicious gossip that is ruining her life - rated an audience enjoyment index of 59. Both these levels of performance are about average for the 'Purple Playhouse' series but the 9 per cent audience is, of course, far smaller than the Sunday 8:00-9:00 pm audience of last week's 'Wayne and Shuster' special (29 per cent) and of most of this season's regular 'Julie Andrews' broadcasts (average audience 23 per cent). The complete audience record for the 'Purple Playhouse' series:

<u>DATE</u>	<u>PROGRAM</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
Feb. 25	'Sweeney Todd-The Demon Barber Of Fleet Street'	10	50
Mar. 4	'The Bells'	8	54
Mar. 11	'Used Up'	8	63
Mar. 18	'The Lyon's Mail'	7	63
Mar. 25	'Dracula'	15	57
Apr. 1	'The Corsican Brothers'	11	64
Apr. 22	'Ticket-Of-Leave-Man'	7	59
May 6	'Mrs. Dane's Defence' (8:00-9:00 pm)	9	59

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MAY 4-10, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ NHL HOCKEY PLAYOFF	Thu. 8:00-11:30	60	89
+ NHL HOCKEY PLAYOFF	Tue. 8:00-11:00	59	89
+ NHL HOCKEY PLAYOFF	Sun. 3:00- 5:52	33	85
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	29	85
CANNON (Repeat)	Mon. 8:30- 9:30	26	80
* THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	25	79
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	23	78
MASH (Repeat)	Fri. 8:00- 8:30	19	84
THE BEACHCOMBERS (Repeat)	Sun. 7:00- 7:30	19	73
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	19	79
TOMMY HUNTER	Fri. 9:00-10:00	18	84
THIS IS THE LAW	Mon. 9:30-10:00	18	76
THE STRAUSS FAMILY (Part 2)	Sun. 9:00-10:00	18	83
* CBC NATIONAL NEWS	S-S 11:00-11:21	15	82
+ THE KENTUCKY DERBY	Sat. 5:00- 6:00	14	83
THE NATURE OF THINGS ('The Vanishing People-Yanomami') (Repeat)	Mon. 10:00-11:00	14	81
FRONT PAGE CHALLENGE	Sat. 8:00- 8:30	12	83
CBC WEEKEND	Sun. 10:00-11:00	12	73
EDGE OF NIGHT	M-F 3:30- 4:00	11	88
COUNTRYTIME (Repeat)	Sat. 10:30-11:00	10	81
THE PURPLE PLAYHOUSE - 'Mrs. Dane's Defence'	Sun. 8:00- 9:00	9	59
FAMILY COURT	M-F 4:00- 4:30	6	78
TAKE THIRTY	M-F 3:00- 3:30	4	82
NATION'S BUSINESS (New Democratic Party)	Sun. 11:15-11:21	3	\$
* COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	3	\$
* INTERNATIONAL BADMINTON	Sat. 3:30- 4:00	2	\$
+ SPORTS WEEK	Sun. 5:53- 5:59	1	\$

+ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

\$ Sample too small for reliable reporting of enjoyment level.

- . With a marked improvement in audience reaction to the series from the week before, THE STRAUSS FAMILY (Sunday 9:00-10:00 pm) this week rated an audience enjoyment index of 83 as against an index of 74 for the opening episode. In particular, Sunday's program focused on the career debut of Johann Jr. and on his father's attempts to disrupt the performance. The size of the audience was 18 per cent - down only slightly from the audience to the opening (90-minute) episode.
- . Included in this week's WEEKEND (Sunday, 10:00-11:00 pm) were: a half hour report on the Watergate scandal, a look at various employment opportunities in Canada and a report on the increasing controversy surrounding psycho-surgery. About equalling the enjoyment norm for the series this season, the broadcast as a whole rated an audience enjoyment index of 73. The audience on this occasion was 12 per cent - one of the biggest for a 'Weekend' program this season and 2 percentage points above the average viewing level for the series.
- . At 10:00-11:00 pm on Monday, the biggest NATURE OF THINGS audience of the season - 14 per cent as against a previous peak audience of 12 per cent and a series' norm of 9 per cent - watched a repeat showing of last season's 'Vanishing Peoples' documentary on the Yanomami tribe of South America. With this increased viewing also being reflected in the common CBC-CTV coverage area, the CBC series this week, for only the second time on record, had at least a marginal audience advantage over the opposing 'Ironside' series. The only other occasion on which 'The Nature Of Things' has succeeded in outdrawing this popular CTV series was on January 31 of last season when this same 'Yanomami' documentary (which had a specially big national audience of 26 per cent) enjoyed a substantial audience advantage of 3:2 in the common CBC-CTV area. With overall audience reaction to 'Vanishing Peoples: Yanomami' being the same for the original and repeat broadcasts, the enjoyment index for Monday's program was 81 - 3 points above average for the 'Nature Of Things' series this season.
- . At 8:30-10:30 pm on Saturday, the metronet and most CBC affiliated stations carried the third segment of the Russian-produced movie WAR AND PEACE. The size of the audience was 11 per cent - down just slightly from the week before and from the first 'War and Peace' audience of 13 per cent. Nonetheless, this week's instalment was better received by those who watched it than either of the preceding two - index of enjoyment 74 as against last week's index of 70 and the opening broadcast's low 58.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: MAY 4-10, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS	Mon. 7:30- 8:00	19	89
'WAR AND PEACE' (Part 3) (film)	Sat. 8:30-10:30	11	74
* HYMN SING (Repeat)	Sun. 2:30- 3:00	6	87
SINGALONG JUBILEE	Wed. 7:30- 8:00	6	83
PROGRAM X ('The Charles Batten Show')	Fri. 10:00-10:30	4	\$
UPDATE	Sat. 6:00- 6:30	4	\$
TOMMY BANKS	Fri. 10:30-11:00	4	\$
ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	4	\$
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	3	91
* VIEWPOINT	M-F 11:22-11:29	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	\$
REPLAY	Sat. 6:30- 7:00	2	\$
* KLAHANIE	Sat. 1:30- 2:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
* DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	14	77
* GET SMART	M-F 5:30- 6:00	9	76
* MAUDE (Repeat)	Thu. 7:30- 8:00	7	79
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	79
<u>CTV PROGRAMS</u>			
WEDNESDAY NIGHT MOVIE ('The London Beat'- Madigan) (Repeat)	Wed. 8:00- 9:30	16	76
SONNY AND CHER (Repeat)	Fri. 7:30- 8:30	16	81
FRIDAY NIGHT MOVIE ('That Certain Summer')	Fri. 8:30-10:00	14	75
+ MANNIX (Repeat)	Sun. 8:30- 9:30	14	82
F.B.I. (Repeat)	Fri. 10:00-11:00	12	80
+ A TOUCH OF GRACE (Repeat)	Sun. 9:30-10:00	12	87
IRONSIDE	Mon. 10:00-11:00	12	84
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	11	78
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	11	77
+ ACADEMY PERFORMANCE ('The Judge And Jake Wylor') (Repeat)	Sat. 8:00-10:00	11	76
+ JASON KING	Wed. 9:30-10:30	11	69
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	11	84
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	10	80
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	10	71
PIG 'N' WHISTLE	Mon. 9:30-10:00	9	79
CTV NATIONAL NEWS	S-S 11:00-11:20	9	83
ANOTHER WORLD	M-F 3:00- 3:30	8	88
SEARCH (Repeat)	Tue. 8:00- 9:00	8	80
+ THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 8:00- 9:00	7	80
'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Part 8) (Repeat)	Sun. 7:30- 8:30	7	81
+ GEORGE (Repeat)	Thu. 7:00- 7:30	7	77
+ LITTLE PEOPLE (Repeat)	Thu. 7:30- 8:00	7	85
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	6	84
ROLLIN' (Repeat)	Mon. 7:30- 8:00	6	78
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	70
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	6	87
+ CIRCLE OF FEAR (Repeat)	Thu. 10:00-11:00	6	69
THE HUMAN JOURNEY - 'The Job' (Repeat)	Sun. 10:00-11:00	5	78
IAN TYSON (Repeat)	Tue. 9:30-10:00	5	74
SOMERSET	M-F 2:30- 3:00	5	85
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	86
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	4	\$
'WINDOW ON THE WORLD' (on nationalism)	Tue. 10:00-11:00	4	\$
HERE COME THE SEVENTIES (Repeat)	Thu. 9:30-10:00	3	\$
*+ CHALLENGING SEA	Sun. 5:00- 5:30	2	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- . Earlier on Saturday, at 5:00-6:00 pm eastern time, the network provided live coverage, from Churchill Downs, of the 99th running of the KENTUCKY DERBY. The audience was 14 per cent - in line with audiences (in the 13-17 per cent range) recorded for CBC coverage of this event in years 1969, '70 and '71. (Due to an early shutdown of the 1971-72 panel study, no audience data is available for last year's 'Derby'.) With an index of audience enjoyment of 83, Saturday's race (which saw 'Secretariat' set a new track record) was much enjoyed by the great majority of viewers.

CBC Research
Ottawa

TABLE 3
PERFORMANCE OF
CBC PROGRAMS AND CTV PROGRAMS
IN COMMON CBC METRONET/CTV COVERAGE AREAS

WEEK: MAY 4-10, 1973

DATE	TIME	CBC PROGRAM		PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM	
FRI 4th	7:00- 7:30	Local Programming			11	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network			17	SONNY AND CHER (Repeat)
	8:00- 8:30	MASH (Repeat)	19			
	8:30- 9:00	ALL IN THE FAMILY (Repeat)		28	15 FRIDAY NIGHT MOVIE ('That Certain Summer')	
	9:00- 9:30	TOMMY HUNTER	17			
	9:30-10:00					
	10:00-10:30	Not Complete Network				13
	10:30-11:00					
SAT 5th	7:00- 7:30	Not Complete Network			12	BRIDGET LOVES BERNIE (Repeat)
	7:30- 8:00	Local Programming			12	POLICE SURGEON (Repeat)
	8:00- 8:30	FRONT PAGE CHALLENGE	12	12	+ ACADEMY PERFORMANCE ('The Judge And Jake Wyler') (Repeat)	
	8:30- 9:00	Not Complete Network				
	9:00- 9:30					
	9:30-10:00					
	10:00-10:30					
	10:30-11:00	COUNTRYTIME (Repeat)	10	Local Programming		
SUN 6th	7:00--7:30	THE BEACHCOMBERS (Repeat)			18	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY			18	7 'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Part 8) (Repeat)
	8:00- 8:30	THE PURPLE PLAYHOUSE - 'Mrs. Dane's Defence'		9		
	8:30- 9:00			14 + MANNIX (Repeat)		
	9:00- 9:30	THE STRAUSS FAMILY (Part 2)			17	13 + A TOUCH OF GRACE (Repeat)
	9:30-10:00					
	10:00-10:30	CBC WEEKEND			12	6 THE HUMAN JOURNEY-'The Job' (Repeat)
	10:30-11:00					
MON 7th	7:00- 7:30	Local Programming			11	+ DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network			7	ROLLIN' (Repeat)
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)			23	Local Programming
	8:30- 9:00	CANNON (Repeat)		27	11	+ MEDICAL CENTER (Repeat)
	9:00- 9:30					
	9:30-10:00	THIS IS THE LAW		18	10	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('The Vanishing People-Yenomami') (Repeat)		14	13	IRONSIDE
	10:30-11:00					
S-S	11:00-11:20	★ CBC NEWS	14	9	CTV NEWS	

* Broadcast at 11:30-11:51 pm EDT in the East on Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

NOTE: 'Live' (i.e. non-delayed) programming on Tuesday, Wednesday, and Thursday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Tuesday, Wednesday, and Thursday data in this table.

A CBC RESEARCH REPORT

TV/73/26

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MAY 11-17, 1973

THIS WEEK

Special programming on the network this week included the conclusion of the movie 'War and Peace', a report on the first day of the Watergate Hearings, a repeat 'Music To See' program, and the films 'Three Card Trick' and 'Can Horses Sing'. (Due to insufficient advance notice of scheduling, no audience information is available for the four last-named programs.) The week's schedule also included the following sports specials: coverage of the 'Kentucky Derby', the 1973 F.A. Cup Final, an 'International Badminton' playoff, and highlights of the recent 'World Championship Tennis' and 'International Track' competitions. Again due to insufficient advance notice of scheduling, no audience information is available for the 'Track' program. Nor, for the same reason, is there any data this week for the regular 'Canadian Sports Report' broadcast. The week also marked the debut of the BBC 'Tom Brown's Schooldays' series.

Regular CBC programs pre-empted throughout the country this week included 'World Of Music' and one edition each of 'Edge Of Night' and 'Viewpoint'.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- At 8:00-9:00 pm on Sunday, the network presented the first program of the BBC's five-part TOM BROWN'S SCHOOLDAYS series based on the classic novel by Thomas Hughes. Starring in the series are Anthony Murphy, Simon Turner, Gerald Flood, John Paul, Richard Morant and Iain Cuthbertson. Hosted by actor Leslie Nielsen, this opening episode drew an adult-teenage audience of 14 per cent. This compares with the 9 per cent audience of last week's 'Purple Playhouse' drama, the 29 per cent audience attracted to the previous week's 'Wayne and Shuster' special and the average 23 per cent audience of this season's 'Julie Andrews' series (all broadcast in this same Sunday 8:00-9:00 pm slot). Nonetheless, in the common CBC-CTV reception area, the CBC maintained its usual audience advantage over the CTV Sunday 7:30-8:30 pm special. In this case the CTV opposition was 'The Prairies', the fourth program of the private network's special 'Canada: Five Portraits' series; the ratio between the two audiences in the common CBC-CTV reception area was 7:4 in the CBC's favour. Both these programs were very much enjoyed by the great majority of their respective audiences, the index of enjoyment being 84 for 'Tom Brown's Schooldays', 83 for 'The Prairies'.
- THE STRAUSS FAMILY, which followed at 9:00-10:00 pm, was also very well received by those who watched it this week. Equalling the enjoyment level attained by last week's broadcast, Sunday's third episode rated an audience enjoyment index of 82 - 8 points higher than that recorded for the opening program. The audience to this week's edition, at 16 per cent, was 2-3 percentage points smaller than the audience to each of the two preceding 'Strauss Family' broadcasts.
- Then, at 10:00-11:00 pm on Sunday, WEEKEND drew an about-average audience of 10 per cent to its final program of the season. Included in the broadcast was: an examination of the procedure by which the ABC network was awarded TV rights to the 1976 Olympics in Montreal, a discussion of the implication in the film 'State Of Siege' that the United States is involved in the training of police in torture tactics, a report on the Investors Overseas Service, now under investigation by the U.S. Securities Exchange Commission, a look at the economic advantages and environmental

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS

WEEK: MAY 11-17, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	29	85
CANNON (Repeat)	Mon. 8:30- 9:30	25	79
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	23	81
FLIP WILSON (Repeat)	Tue. 8:30- 9:30	23	78
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	23	86
MASH (Repeat)	Fri. 8:00- 8:30	21	83
CAROL BURNETT (Repeat)	Thu. 8:00- 9:00	20	73
TOMMY HUNTER (Repeat)	Fri. 9:00-10:00	19	82
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	18	81
ADVENTURES OF BLACK BEAUTY	Sun. 7:30- 8:00	17	84
THIS IS THE LAW	Mon. 9:30-10:00	17	79
THE STRAUSS FAMILY (Part 3)	Sun. 9:00-10:00	16	82
CBC NATIONAL NEWS	S-S 11:00-11:21	15	82
THE BEACHCOMBERS (Repeat)	Sun. 7:00- 7:30	15	73
+ EXPOS BASEBALL	Wed. 8:00-10:36	15	76
TOM BROWN'S SCHOOLDAYS (Debut)	Sun. 8:00- 9:00	14	84
FRONT PAGE CHALLENGE	Sat. 8:00- 8:30	12	84
⚡ EDGE OF NIGHT	M-F 3:30- 4:00	11	88
CBC WEEKEND	Sun. 10:00-11:00	10	71
* COUNTRYTIME	Sat. 10:30-11:00	9	83
THE NATURE OF THINGS ('The Blue Holes Of Andros') (Repeat)	Mon. 10:00-10:30	8	80
FAMILY COURT	M-F 4:00- 4:30	6	79
TUESDAY NIGHT ('La Legion Etrangere') (Repeat)	Tue. 10:00-11:00	6	84
MAN ALIVE	Mon. 10:30-11:00	5	\$
AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	4	\$
F.A. CUP FINAL	Sat. 2:00- 3:30	4	\$
TAKE THIRTY	M-F 3:00- 3:30	3	\$
NATION'S BUSINESS (Liberal Party)	Sun. 11:15-11:21	3	\$
COUNTRY CANADA	Sun. 1:30- 2:00	3	\$
PROVINCIAL AFFAIRS	Sat. 11:15-11:21	2	\$
‡ WORLD DOUBLES TENNIS CHAMPIONSHIP	Sat. 4:00- 5:00	2	\$
BADMINTON INTERNATIONAL	Sat. 3:30- 4:00	2	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	1	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	1	\$

+ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

⚡ Pre-empted on Thursday.

* Re-scheduled in some areas.

‡ Not telecast in the Atlantic regions.

\$ Sample too small for reliable reporting of enjoyment level.

hazards of the supertanker port being built off Nova Scotia, a report on the recent Bobby Riggs-Margaret Smith Court tennis match and closing comments by the series' regulars. As a whole the program rated an audience enjoyment index of 71 as against a 1972-73 'Weekend' enjoyment norm of 74.

- At 8:30 pm on Saturday, the metronet and most CBC affiliated stations presented the final 90 minutes of the Russian-produced film version of WAR AND PEACE. With overall audience reaction to the program being about the same as to the second and third segments and much more favourable than to the introductory broadcast, the index of enjoyment was a moderately favourable 71. The size of the audience was 10 per cent - just slightly smaller than the audiences (in the 11-13 per cent range) of the preceding instalments which ran half an hour longer, at 8:30-10:30 pm. The complete 'War and Peace' audience record:

<u>DATE</u>	<u>TIME</u>	<u>PER CENT VIEWING</u>	<u>INDEX OF ENJOYMENT</u>
April 21	8:30-10:30 pm	13	58
April 28	8:30-10:30 pm	12	70
May 5	8:30-10:30 pm	11	74
May 12	8:30-10:00 pm	10	71

- TUESDAY NIGHT, which for the last five weeks has been pre-empted by 'NHL Hockey Playoffs', this week returned to its usual 10:00-11:00 pm slot. The program, 'La Légion Etrangère', was a repeat of a documentary on the modern French Foreign Legion, originally broadcast last October. With no decline in overall audience enjoyment from the first showing, the repeat program rated an index of 84. The size of the audience was 6 per cent - just slightly below average for the 'Tuesday Night' series this season.
- Another of this week's programs that was a repeat of one shown earlier this season was Friday's (10:00-10:30 pm on the metronet and some affiliate stations) PROGRAM X. On this occasion, 'The

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS

WEEK: MAY 11-17, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS (Repeat)	Mon. 7:30- 8:00	14	91
WAR AND PEACE (Part 4) (film)	Sat. 8:30-10:00	10	71
* SINGALONG JUBILEE	Wed. 7:30- 8:00	8	80
HYMN SING	Sun. 5:30- 6:00	7	92
AUDUBON WILDLIFE THEATRE	M-F 1:30- 2:00	4	\$
TOMMY BANKS	Fri. 10:30-11:00	3	\$
PROGRAM X ('The Ancient Secret Of Women') (Repeat)	Fri. 10:00-10:30	3	\$
♠ VIEWPOINT	M-F 11:22-11:29	3	\$
ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	\$
UPDATE	Sat. 6:00- 6:30	3	\$
BANDWAGON	Thu. 9:30-10:00	2	\$
CORWIN PRESENTS	Thu. 9:00- 9:30	2	\$
KLAHANIE	Sat. 1:30- 2:00	2	\$
THE GALLOPING COURMET	M-F 2:00- 2:30	2	\$
ARTS '73	Thu. 10:00-10:30	2	\$
REPLAY	Sat. 6:30- 7:00	2	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
ENCOUNTER	Thu. 10:30-11:00	1	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	1	\$
SPORTS WEEK	Sun. 3:30- 4:00	1	\$
<u>CBC METRONET</u>			
THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	13	85
MAUDE (Repeat)	Thu. 7:30- 8:00	10	81
* GET SMART	M-F 5:30- 6:00	9	79
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	83
<u>CTV PROGRAMS</u>			
SONNY AND CHER (Repeat)	Fri. 7:30- 8:30	16	78
WEDNESDAY NIGHT MOVIE ('Hunt For A Lonely Girl') (Repeat)	Wed. 8:00- 9:30	16	81
F.B.I. (Repeat)	Fri. 10:00-11:00	14	78
+ MANNIX (Repeat)	Sun. 8:30- 9:30	13	83
IRONSIDE (Repeat)	Mon. 10:00-11:00	13	80
+ A TOUCH OF GRACE (Repeat)	Sun. 9:30-10:00	13	86
FRIDAY NIGHT MOVIE ('Blues For Sally M.- McMillan And Wife') (Repeat)	Fri. 8:30-10:00	13	77
+ THE STREETS OF SAN FRANCISCO (Repeat)	Thu. 8:00- 9:00	12	82
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	12	85
SEARCH (Repeat)	Tue. 8:00- 9:00	12	84
PIG 'N' WHISTLE	Mon. 9:30-10:00	12	78
* BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	12	82
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	11	84
* POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	11	79
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	10	79
+ LITTLE PEOPLE (Repeat)	Thu. 7:30- 8:00	10	86
+ JASON KING (Repeat)	Wed. 9:30-10:30	9	72
♠ ANOTHER WORLD	M-F 3:00- 3:30	9	90
GEORGE KIRBY	Thu. 9:00- 9:30	9	67
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	9	75
* CTV NATIONAL NEWS	S-S 11:00-11:20	8	85
+ GEORGE (Repeat)	Thu. 7:00- 7:30	8	80
+ CIRCLE OF FEAR (Repeat)	Thu. 10:00-11:00	8	74
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	8	77
'THE PRAIRIES'	Sun. 7:30- 8:30	8	83
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	7	83
WS	Sun. 10:00-11:00	7	76
ROLLIN' (Repeat)	Mon. 7:30- 8:00	7	82
IAN TYSON (Repeat)	Tue. 9:30-10:00	7	70
ANYTHING YOU CAN DO	M-F 4:00- 4:30	6	67
HERE COME THE SEVENTIES (Repeat)	Thu. 9:30-10:00	6	55
♠ SOMERSET	M-F 2:30- 3:00	5	87
WHAT'S THE GOOD WORD?	M-F 3:30- 4:00	5	85
* + CHALLENGING SEA	Sun. 5:00- 5:30	3	\$

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

♠ Pre-empted on Thursday.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

Ancient Secret Of Women' - about a young man who inherits his uncle's magical power over women - was watched by a slightly below usual 'Program X' audience of 3 per cent. As a result of this low level of viewing, too few panel members were involved to give any indication of whether the play was any better received this time than it was in January when it rated a low enjoyment index of 42.

- . At 10:00-10:30 pm on Monday THE NATURE OF THINGS repeated 'The Blue Holes of Andros', a program on an underwater exploration of limestone caves off the island of Andros in the Bahamas, originally broadcast in mid-February. On both occasions the program was very well received with an audience enjoyment index of 80-82. The size of the audience to this week's repeat was 8 per cent - down considerably from the specially big (14 per cent) audience of last week's 'Yanomami' documentary but just slightly below average for other 'Nature Of Things' programs this season.
- . In its final program of the season, MAN ALIVE (Monday 10:30-11:00 pm) this week attempted to show that nature, through its beauty and stillness, offers a means of spiritual growth. The broadcast, titled 'Look To The Wildwood', followed series' host Roy Bonisteel, his children and Toronto naturalist Wayne McLaren on a spiritual-nature journey through Algonquin Park. At 5 per cent, the audience was 2 percentage points below average for the series and too small to provide a reliable indication of the extent to which the program was enjoyed by those who watched it.

CBC Research
Ottawa

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS
WEEK: MAY 11-17, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 11th	7:00- 7:30	Local Programming	11	+ THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network	17	SONNY AND CHER (Repeat)
	8:00- 8:30	MASH (Repeat)	20	
	8:30- 9:00	ALL IN THE FAMILY (Repeat)	29	
	9:00- 9:30	TOMMY HUNTER (Repeat)	18	FRIDAY NIGHT MOVIE ('Blues For Sally M.' - McMillan and Wife) (Repeat)
	9:30-10:00			
	10:00-10:30			
	10:30-11:00	Not Complete Network	14	F.B.I. (Repeat)
SUN 13th	7:00- 7:30	THE BEACHCOMBERS (Repeat)	15	Not Complete Network
	7:30- 8:00	ADVENTURES OF BLACK BEAUTY	17	
	8:00- 8:30	TOM BROWN'S SCHOOLDAYS (Debut)	14	'THE PRAIRIES'
	8:30- 9:00		14	+ MANNIX (Repeat)
	9:00- 9:30	THE STRAUSS FAMILY (Part 3)	16	
	9:30-10:00		13	+ A TOUCH OF GRACE (Repeat)
	10:00-10:30			
	10:30-11:00	CBC WEEKEND	10	W5
MON 14th	7:00- 7:30	Local Programming	9	+ DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network	7	ROLLIN' (Repeat)
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	23	Local Programming
	8:30- 9:00	CANNON (Repeat)	25	MEDICAL CENTRE (Repeat)
	9:00- 9:30			
	9:30-10:00	THIS IS THE LAW	17	PIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('The Blue Holes Of Andros') (Repeat)	8	
	10:30-11:00	MAN ALIVE	5	IRONSIDE (Repeat)
TUE 15th	7:00- 7:30	Local Programming	8	+ 'TO SIR WITH LOVE'
	7:30- 8:00		8	+ HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE (Repeat)	18	SEARCH (Repeat)
	8:30- 9:00	FLIP WILSON (Repeat)	23	
	9:00- 9:30			Local Programming
	9:30-10:00	'THREE CARD TRICK'	7	IAN TYSON (Repeat)
	10:00-10:30	TUESDAY NIGHT ('La Légion Etrangère') (Repeat)	6	MARCUS WELBY, M.D. (Repeat)
	10:30-11:00			
THU 17th	7:00- 7:30	Local Programming	9	+ GEORGE (Repeat)
	7:30- 8:00	Not Complete Network	11	+ LITTLE PEOPLE (Repeat)
	8:00- 8:30	CAROL BURNETT (Repeat)	19	+ THE STREETS OF SAN FRANCISCO (Repeat)
	8:30- 9:00			
	9:00- 9:30		9	GEORGE KIRBY
	9:30-10:00		7	HERE COME THE SEVENTIES (Repeat)
	10:00-10:30	Not Complete Network		
	10:30-11:00		8	+ CIRCLE OF FEAR (Repeat)
S-S	11:00-11:20	CBC NEWS	15	9 * CTV NEWS

* Broadcast at 11:46-12:07 am EDT in the East on Saturday.
+ Not carried (on this day and at this time) on all CTV stations.
Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Saturday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Saturday and Wednesday data in this table.

A CBC RESEARCH REPORT

TV/73/27

on

AUDIENCE REACTIONS TO ENGLISH TV NETWORK PROGRAMS

WEEK: MAY 18-24, 1973

THIS WEEK

Special network programming this week included coverage of the annual 'Emmy Awards' presentations, the Preakness, a repeat of the Edith Piaf biography 'I Regret Nothing', a comedy titled 'The Clession E. Goodhue Show', a special one-hour edition of 'Newsfile', highlights of the 1973 Scottish Cup Final and two 'International Badminton' competitions. The network also carried two late-night reports on the Watergate Hearings and (in place of 'Edge Of Night' which, because of the Watergate Hearings, was unavailable from the United States) films titled 'Potters Art', 'The Selling of Monty Rachmaninov', 'Shusha' and 'Ariak Tide Lands'; due to insufficient advance notice of scheduling, no audience information is available for any of these programs. Nor is there any data this week for the regular 'Provincial Affairs' and Tuesday 'Front Page Challenge' programs. The week also marked the debut of the 'Gallery' summer series.

Regular CBC programs pre-empted throughout the country this week included 'Beachcombers', 'Black Beauty', 'Canadian Sports Report', 'Arts '73', two editions of 'Viewpoint' and four 'Edge Of Night' broadcasts.

SOURCE OF INFORMATION

The basis of this report is information obtained through the CBC English TV audience panel. For a brief description of the panel operation and the measures it provides, see overleaf.

THE PANEL

The CBC operates two continuing audience panels, one to provide information on audience reactions to its English TV network programs, the other providing similar information on its French TV network programs.

English panel respondents, of whom some 2500 provide information each week, are selected on a probability sampling basis to be representative of all persons in Canada with television, aged 12 and over, who are English-speaking - i.e. whose main language of communication at home is English - excluding only residents of those predominantly French-speaking areas of the Province of Quebec outside Montreal. To minimize respondent conditioning the panel is systematically 'rotated', a proportion of the members being retired and a new probability sub-sample substituted each week.

Panel members keep daily records of their viewing of CBC and CTV network programs and also indicate the extent to which they have enjoyed those programs they have seen. As required, additional questioning elicits more detailed information - on viewers' reactions to different parts of a program, to individual performers, or to other aspects of program content or format. 'Duty viewing' is discouraged and periodic independent checks confirm that the information thus obtained is adequately representative of the viewing patterns and reactions of the adult-teenage public at large. In conformity with standard survey research practice, all contacts with respondents are made through an independent field company thus avoiding (or at least minimizing) the various forms of reporting bias likely to arise were respondents to be aware of the CBC's involvement.

THE TABLES

TABLES 1 and 2 provide estimates of the size of the audiences this week to English-language programs carried on the full CBC network, on CBC-owned stations only (i.e. on the CBC metronet) and on the CTV network. The 'per cent viewing' figure here indicates the percentage of persons in the sample universe, as defined above, who watched at least some part of each of these programs. The 'index of enjoyment' figure indicates the extent to which those who watched each program enjoyed it. This index is a measure of the reactions of the audience as a whole which takes into account variations in individual viewer opinion as expressed on a standard scale. Other scale measures (e.g. of the extent to which a program is felt to be 'interesting', 'worthwhile', 'informative', etc.) are taken into account where relevant.

TABLE 3 compares the performance of those CBC full network and CTV programs which run directly opposite each other. The 'per cent viewing' figures here indicate the proportions of adults and teenagers who, being able to receive both CBC and CTV, in fact chose to watch at least some part of these programs.

PROGRAM NOTES

- . At 9:00-11:10 pm eastern time on Sunday, the network provided live coverage from Los Angeles of the 25th annual EMMY AWARDS presentations. The ceremonies, honoring television's entertainment shows, were hosted by tv personality Johnny Carson and were, of course, also broadcast on U.S. stations. The audience, in Canada, to the CBC coverage was 31 per cent - about four-fifths as big as the corresponding audience to the March 27 'Academy Awards' presentations and the biggest network audience this week. Like the film industry's 'Awards' broadcast, overall audience reaction to Sunday's 'Emmy Awards' program was only moderately favourable, index of audience enjoyment 70.
- . Sunday's live coverage of the 'Emmy Awards' presentations resulted in the rescheduling, in the three Prairie provinces, of this week's edition of TOM BROWN'S SCHOOLDAYS (8:00-9:00 pm in all other areas). Despite this, however, this second 'Tom Brown' program drew an adult-teenage audience of 16 per cent as against the BBC serial's opening audience of 14 per cent. Continuing also to be very well received by those who watch it, 'Tom Brown's Schooldays' this week rated an audience enjoyment index of 81.
- . Also affected by the 'Emmy Awards' broadcast, Sunday's fourth episode of THE STRAUSS FAMILY was shown at various times across the network. The audience, down only slightly from the week before but 3-4 percentage points smaller than the audiences of the first two editions, was 15 per cent. As with the second and third 'Strauss Family' programs, this week's broadcast was very well received with an audience enjoyment index of 82 - significantly higher than the 74 index of the series' opener.
- . The audience to THIS IS THE LAW (Monday 9:30-10:00 pm) was 18 per cent this week - virtually unchanged from the past few weeks and just slightly smaller than the audiences of 19-20 per cent that the series frequently attracted during the peak viewing months of January-March. This 18 per cent audience to Monday's broadcast was also average for the 'This Is The Law' series as a whole, a viewing level 4 percentage points lower than that maintained by 'Front Page Challenge' when it ran in this same Monday 9:30-10:00 pm slot last season. This week's 'This Is The Law' rated an audience enjoyment index of 81 - several points higher than the indices of most post-Christmas editions of the program and well above the 75 enjoyment norm of the series as a whole.

TABLE 1
PERFORMANCE OF CBC FULL NETWORK PROGRAMS
WEEK: MAY 18-24, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
+ 'EMMY AWARDS'	Sun. 9:00-11:10	31	70
CANNON (Repeat)	Mon. 8:30- 9:30	27	81
ALL IN THE FAMILY (Repeat)	Fri. 8:30- 9:00	27	84
THE PARTRIDGE FAMILY (Repeat)	Mon. 8:00- 8:30	25	81
CAROL BURNETT (Repeat)	Thu. 8:00- 9:00	23	77
FLIP WILSON (Repeat)	Tue. 8:30- 9:30	22	80
* THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	22	86
MARY TYLER MOORE (Repeat)	Tue. 8:00- 8:30	20	83
MASH (Repeat)	Fri. 8:00- 8:30	20	84
TOMMY HUNTER	Fri. 9:00-10:00	19	85
THIS IS THE LAW	Mon. 9:30-10:00	18	81
+ EXPOS BASEBALL	Wed. 8:00-11:11	18	76
* TOM BROWN'S SCHOOLDAYS	Sun. 8:00- 9:00	16	81
* THE STRAUSS FAMILY (Part 4)	Sun. 7:00- 8:00	15	82
¢ CBC NATIONAL NEWS	S-S 11:00-11:21	14	82
FRONT PAGE CHALLENGE	Sat. 8:00- 8:30	12	85
THE NATURE OF THINGS ('Animal Migration- The Great Cycle') (Repeat)	Mon. 10:00-11:00	10	88
+ THE BREAKNESS	Sat. 5:00- 6:00	10	86
COUNTRYTIME (Repeat)	Sat. 10:30-11:00	9	85
EDGE OF NIGHT	Mon. 3:30- 4:00	8	85
GALLERY	Sat. 10:00-10:30	6	\$
TUESDAY NIGHT (William F. Buckley- Germaine Greer debate) (Repeat)	Tue. 10:00-11:00	6	\$
'I REGRET NOTHING' (Edith Piaf) (Repeat)	Sat. 9:00-10:00	6	\$
FAMILY COURT	M-F 4:00- 4:30	6	81
±* AUDUBON WILDLIFE THEATRE	Sun. 5:00- 5:30	5	\$
'THE CLESSION E. GOODHUE SHOW'	Sat. 8:30- 9:00	5	\$
* 1973 SCOTTISH CUP FINAL	Sat. 2:00- 3:29	4	\$
TAKE THIRTY	M-F 3:00- 3:30	3	\$
* NATION'S BUSINESS (Progressive Conservative Party)	Sun. 11:25-11:31	2	\$
* INTERNATIONAL BADMINTON	Sat. 3:30- 4:00	2	\$
COUNTRY CANADA	Sun. 1:30- 2:00	2	\$
MEDICAL EXPLORERS	Sun. 4:30- 5:00	1	\$
TIME TO REMEMBER	Sun. 4:00- 4:30	1	\$

+ Telecast "live" (i.e. without delays to the West and pre-release to the Atlantic regions).

* Re-scheduled in some areas.

¢ Re-scheduled on the full network on Sunday, and in the East on Wednesday.

± Pre-empted in some areas.

\$ Sample too small for reliable reporting of enjoyment level.

- . With an index of enjoyment of 88 for this week's repeat program featuring puppeteer Shari Lewis (and an average index of 85 for the 1972-73 season), audience response to the IRISH ROVERS (Monday 7:30-8:00 pm on the metronet and on some CBC affiliated stations) continues to be highly favourable. The size of the audience to Monday's show was 16 per cent - in line with audiences the series has attracted in the last few weeks but some 4-6 percentage points below the series' average January-March viewing level of 20-22 per cent.
- . Another music-variety series that continues each year to be very much appreciated by those who watch it is the (Friday 9:00-10:00 pm) TOMMY HUNTER show. With individual indices of enjoyment ranging from 78 to 89 but mostly falling in the low 80's, the series this season rated an average enjoyment index of 83. There was, however, a slight decline in viewing of 'Tommy Hunter' this year from the 1970-71 and '71-'72 seasons when it also ran at 9:00-10:00 pm on Fridays - average audience 19 per cent as against usual audiences of 21-22 per cent in the previous two years.
- . During the peak viewing months of January to March, the Saturday post-hockey (10:30 pm EST) country-music series COUNTRYTIME this season maintained an average audience of 15 per cent. Typically, however, 'Countrytime' audiences since the end of the regular hockey season have been much smaller than this. Broadcast at 10:30-11:00 pm local time across the country, this week's program, like the four preceding editions, drew an audience of just 9-10 per cent. Audience enjoyment of 'Countrytime' remains quite high, the average index for the 1972-73 season being 79. This week's program, a repeat of one featuring Marg Osborne and Blake Emmons, was specially well received with an enjoyment index of 85.
- . Making its final appearance in the Saturday 8:00-8:30 pm slot that it has occupied since the beginning of the 'NHL Hockey Playoffs', FRONT PAGE CHALLENGE this week drew a 12 per cent audience. This is the same size of audience that it had on each of its four preceding occasions in this Saturday slot but is just over half as big as audiences attracted to 'Challenge' programs from January through March when the series ran in its regular 9:30-10:00 pm slot on Tuesdays. With pre-January viewing of the 'Challenge' series being in the lower 16-19 per cent range, the average Tuesday 9:30-10:00 pm audience to 'FPC' this season was 19 per cent, an audience 3 percentage points smaller than that maintained by the 1971-72 'Challenge' series which ran at the same hour on Monday nights. However, during this its 16th season on the network, the series was as much enjoyed by those who watched it as in previous seasons, the average index being a typically high 81.

TABLE 2
PERFORMANCE OF CBC METRONET PROGRAMS,
CBC 'AVAILABLE' PROGRAMS AND CTV PROGRAMS
WEEK: MAY 18-24, 1973

PROGRAM	DAY / TIME (Eastern, pm)	PER CENT VIEWING	INDEX OF ENJOYMENT
<u>CBC METRONET AND AVAILABLE</u>			
THE IRISH ROVERS (Repeat)	Mon. 7:30- 8:00	16	88
* SINGALONG JUBILEE (Repeat)	Wed. 7:30- 8:00	8	79
* HYMN SING	Sun. 5:30- 6:00	7	89
AUDUBON WILDLIFE THEATRE	Fri. 1:30- 2:00	4	\$
TOMMY BANKS	Fri. 10:30-11:00	4	\$
ALAN HAMEL COMEDY BAG	Sat. 7:00- 7:30	3	\$
PROGRAM X ('The Secluded Lot') (Repeat)	Fri. 10:00-10:30	3	\$
CORWIN PRESENTS	Thu. 9:00- 9:30	3	\$
ELWOOD GLOVER'S LUNCHEON DATE	M-F 12:30- 1:00	3	\$
BANDWAGON	Thu. 9:30-10:00	3	\$
UPDATE	Sat. 6:00- 6:30	3	\$
* * VIEWPOINT	M-Th 11:22-11:29	2	\$
* KLAHANIE	Sat. 1:30- 2:00	2	\$
THE GALLOPING GOURMET	M-F 2:00- 2:30	2	\$
REPLAY	Sat. 6:30- 7:00	2	\$
THE REAL MAGEES	M-Th 1:30- 2:00	2	\$
WORLD OF MUSIC	Sun. 3:00- 4:00	1	\$
YOUTH CONFRONTATION	Sun. 2:00- 2:30	1	\$
INTERNATIONAL BADMINTON	Sun. 2:30- 3:00	1	\$
NEWSFILE	Thu. 10:00-11:00	1	\$
DOLLARS AND SENSE	Sun. 1:00- 1:30	1	\$
<u>CBC METRONET</u>			
* THE WONDERFUL WORLD OF DISNEY (Repeat)	Sun. 6:00- 7:00	12	84
MAUDE (Repeat)	Thu. 7:30- 8:00	9	77
* GET SMART	M-F 5:30- 6:00	8	83
NEW DICK VAN DYKE (Repeat)	Fri. 7:30- 8:00	7	85
<u>CTV PROGRAMS</u>			
WEDNESDAY NIGHT MOVIE ('The Manhattan Beat-Madigan') (Repeat)	Wed. 8:00- 9:30	16	79
MARCUS WELBY, M.D. (Repeat)	Tue. 10:00-11:00	15	83
FRIDAY NIGHT MOVIE ('Showdown At The End Of The World'-McCloud) (Repeat)	Fri. 8:30-10:00	14	79
F.B.I. (Repeat)	Fri. 10:00-11:00	14	82
SEARCH (Repeat)	Tue. 8:00- 9:00	14	83
* ACADEMY PERFORMANCE ('Tony Rome') (Repeat)	Sat. 8:00-10:00	13	74
SONNY AND CHER (Repeat)	Fri. 7:30- 8:30	13	80
IRONSIDE (Repeat)	Mon. 10:00-11:00	12	84
POLICE SURGEON (Repeat)	Sat. 7:30- 8:00	12	79
BRIDGET LOVES BERNIE (Repeat)	Sat. 7:00- 7:30	11	81
PIG 'N' WHISTLE	Mon. 9:30-10:00	11	79
+ LITTLE PEOPLE (Repeat)	Thu. 7:30- 8:00	11	86
+ A TOUCH OF GRACE (Repeat)	Sun. 9:30-10:00	11	83
+ MANNIX (Repeat)	Sun. 8:30- 9:30	10	81
+ THE BRADY BUNCH (Repeat)	Fri. 7:00- 7:30	10	78
+ MEDICAL CENTER (Repeat)	Mon. 8:30- 9:30	10	84
+ PAUL LYNDE (Repeat)	Tue. 7:00- 7:30	9	83
+ HEADLINE HUNTERS	Tue. 7:30- 8:00	9	82
+ DORIS DAY (Repeat)	Mon. 7:00- 7:30	9	77
CTV NATIONAL NEWS	S-S 11:00-11:20	9	82
+ JASON KING (Repeat)	Wed. 9:30-10:30	8	75
+ GEORGE (Repeat)	Thu. 7:00- 7:30	8	78
IAN TYSON (Repeat)	Tue. 9:30-10:00	7	\$
ANOTHER WORLD	Mon. 3:00- 3:30	6	\$
GEORGE KIRBY (Repeat)	Thu. 9:00- 9:30	6	\$
ROLLIN' (Repeat)	Mon. 7:30- 8:00	6	\$
HERE COME THE SEVENTIES	Thu. 9:30-10:00	6	\$
'THE LIFE AND TIMES OF LORD MOUNTBATTEN' (Part 9) (Repeat)	Sun. 7:30- 8:30	6	\$
ANYTHING YOU CAN DO	M-F 4:00- 4:30	5	77
WHAT'S THE GOOD WORD	M-F 3:30- 4:00	5	\$
W5	Sun. 10:00-11:00	4	\$
SOMERSET	M-Th 2:30- 3:00	4	\$
WIDE WORLD OF SPORTS	Sat. 4:30- 6:00	4	\$
+ PAUL HORN SHOW	Wed. 10:30-11:00	2	\$
* CHALLENGING SEA	Sun. 5:00- 5:30	2	\$

‡ Pre-empted in some areas.

* Re-scheduled in some areas (in the case of multi-day programs, on one or more occasions).

‡ Pre-empted on Tuesday.

+ Not carried (on this day and at this time) on all CTV stations.

\$ Sample too small for reliable reporting of enjoyment level.

- Making its final appearance of the season, THE NATURE OF THINGS (Monday 10:00-11:00 pm) this week presented a repeat of 'Animal Migration-The Great Life Cycle', an hourlong documentary dealing with the migratory habits of birds and animals. Like the original broadcast and, indeed, like most 'Nature Of Things' programs in this and past seasons, the program was very well received with an audience enjoyment index in the high 80's (in this instance, 88). The 1972-73 'Nature Of Things' series did, however, include several programs that were only moderately well received by those who watched them, and another - the April 2 film 'Old Enough' with its bleak economic, social and political predictions - that was less enjoyed (index 41) than any 'Nature Of Things' program on record. Thus the resultant average enjoyment index for the series as a whole was 79 - 7 points lower than the average index of the 1971-72 'Nature Of Things' series. The size of the audience to Monday's program was 10 per cent - about average for this season's frequently interrupted series.
- At 10:00-10:30 pm on Saturday, the full network presented the debut of GALLERY, a summer series focusing on a wide variety of people, places and events. The audience for this opening program was 6 per cent, too small to provide any indication of how much those who watched the program enjoyed it.
- This week's final program of the 1972-73 TUESDAY NIGHT (10:00-11:00 pm) series was a repeat of the William Buckley-Germaine Greer debate on the subject of women's liberation that was first shown last December. On that occasion the broadcast was moderately well received with an audience enjoyment index of 71. This time, however, the audience was too small (6 per cent) to provide a reliable indication of viewer enjoyment. Throughout the current season, 'Tuesday Night', though frequently preempted by special programming, has maintained an average audience of 7 per cent (unchanged from the year before) and, on the whole, has been fairly well received with an average index of 76.
- At 5:00-6:00 pm eastern time on Saturday, the network provided live coverage from Baltimore's Pimlico Race Track, of the 98th running of THE PREAKNESS. At 10 per cent, the audience was just over two-thirds the size of the audience to the CBC telecast of the 1973 'Kentucky Derby', shown in this same time slot two weeks ago. 'The Preakness' (which saw Secretariat capture the second jewel in the Triple Crown) was, however, slightly the more enjoyed of the two events, its index of 86 surpassing by 3 index points that of 'The Derby'.

TABLE 3
PERFORMANCE OF
CBC FULL NETWORK PROGRAMS AND OPPOSING CTV PROGRAMS
WITHIN THE COMMON CBC/CTV COVERAGE AREAS

WEEK: MAY 18-24, 1973

DATE	TIME	CBC PROGRAM	PER CENT VIEWING IN CBC/CTV COMMON AREAS	CTV PROGRAM
FRI 18th	7:00- 7:30	Local Programming		11 + THE BRADY BUNCH (Repeat)
	7:30- 8:00	Not Complete Network		13 SONNY AND CHER (Repeat)
	8:00- 8:30	MASH (Repeat)	20	
	8:30- 9:00	ALL IN THE FAMILY (Repeat)	27	15 FRIDAY NIGHT MOVIE ('Showdown At The End Of The World'- McCloud) (Repeat)
	9:00- 9:30	TOMMY HUNTER	19	
	9:30-10:00			
	10:00-10:30			15 F.B.I. (Repeat)
	10:30-11:00	Not Complete Network		
SAT 19th	7:00- 7:30	Not Complete Network		12 BRIDGET LOVES BERNIE '(Repeat)
	7:30- 8:00	Local Programming		12 POLICE SURGEON (Repeat)
	8:00- 8:30	FRONT PAGE CHALLENGE	12	14 * ACADEMY PERFORMANCE ('Tony Rome') (Repeat)
	8:30- 9:00	'THE CLESSION E. GOODHUE SHOW'	6	
	9:00- 9:30	'I REGRET NOTHING' (Edith Piaf) (Repeat)	6	
	9:30-10:00			Local Programming
	10:00-10:30	GALLERY	6	
	10:30-11:00	COUNTRYTIME (Repeat)	8	
MON 21st	7:00- 7:30	Local Programming		9 + DORIS DAY (Repeat)
	7:30- 8:00	Not Complete Network		6 ROLLIN' (Repeat)
	8:00- 8:30	THE PARTRIDGE FAMILY (Repeat)	24	Local Programming
	8:30- 9:00			10 + MEDICAL CENTER (Repeat)
	9:00- 9:30	CANNON (Repeat)	27	
	9:30-10:00	THIS IS THE LAW	18	12 FIG 'N' WHISTLE
	10:00-10:30	THE NATURE OF THINGS ('Animal Migration-The Great Cycle') (Repeat)	10	13 IRONSIDE (Repeat)
	10:30-11:00			
TUE 22nd	7:00- 7:30	Local Programming		10 + PAUL LYNDE (Repeat)
	7:30- 8:00			10 + HEADLINE HUNTERS
	8:00- 8:30	MARY TYLER MOORE (Repeat)	20	14 SEARCH (Repeat)
	8:30- 9:00	FLIP WILSON (Repeat)	21	
	9:00- 9:30			Local Programming
	9:30-10:00	FRONT PAGE CHALLENGE	#	7 IAN TYSON (Repeat)
	10:00-10:30			16 MARCUS WELBY, M.D. (Repeat)
	10:30-11:00	TUESDAY NIGHT (William F. Buckley- Germaine Greer debate) (Repeat)	6	
THU 24th	7:00- 7:30	Local Programming		8 + GEORGE (Repeat)
	7:30- 8:00	Not Complete Network		11 + LITTLE PEOPLE (Repeat)
	8:00- 8:30			# 'OF MEN AND WOMEN' (Repeat)
	8:30- 9:00	CAROL BURNETT (Repeat)	23	
	9:00- 9:30			7 GEORGE KIRBY (Repeat)
	9:30-10:00			6 HERE COME THE SEVENTIES
	10:00-10:30	Not Complete Network		# 'BURLE IVES: THE MUSICAL SOUNDS OF SUMMER'
	10:30-11:00			
S-S	11:00-11:20	4 CBC NEWS	13	9 CTV NEWS

4 Re-scheduled on the full network on Sunday and in the East on Wednesday.

* Re-scheduled in some areas.

+ Not carried (on this day and at this time) on all CTV stations.

Data not available.

NOTE: 'Live' (i.e. non-delayed) programming on Sunday and Wednesday evenings this week plus the resultant re-scheduling of other programs on these evenings, prevents the inclusion of Sunday and Wednesday data in this table.

THIS IS THE FINAL WEEKLY REPORT FROM THE
1972-73 PANEL SURVEY WHICH CEASED OPERATION
FOR THE SEASON ON MAY 24. THE SURVEY WILL
RESUME IN THE FALL TO COVER INITIAL REACTIONS
TO THE NEW 1973-74 SCHEDULE OF NETWORK PROGRAMS.

CBC Research
Ottawa



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